

REN CAZELL

designer & illustrator

+ @rensfair

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PROFILE

I'm Ren, a designer, illustrator, and social media specialist. I recently graduated Summa Cum Laude from Pace University with a BFA in Art and minors in Graphic Design and Digital Marketing. I have a passion for digital art and traditional illustration, which is why I combined them for my Honors Senior Thesis. I wrote and illustrated an original children's book using Procreate and Adobe programs. I've also had great opportunities to work with organizations such as Lift Agency as their Graphic Design Intern, the nonprofit Hickory Playground, Vacation Forever Tattoo as their Social Media Intern, the Lincoln Center, and New York BalletCollective. I spend a lot of my time developing my own brand *Ren's Faire* where I manage the selling of my art and promote my creations on my account @rensfair on TikTok and Instagram where I've gained over 50k followers.

EDUCATION

Pace University, Dyson College of Arts and Sciences

Bachelor of Fine Arts (BFA) in Art
Minors in Graphic Design and Digital Marketing

New York, NY
December 2023

Honors: Pforzheimer Honors College, Dean's List
Summa Cum Laude GPA: 3.94

ACADEMIC PROJECTS

"Garnet Hates Ghosts" - Honors Senior Thesis Fall 2023

Wrote, illustrated, and presented a 26 page gothic themed children's book that was featured in the Pace University Art Gallery.

Self Portraits - Painting II Final Spring 2023

Painted 2' x 3' diptych of Victorian inspired self-portraits. Acrylic on canvas.

"Are We Only Parts" Fall 2022

Designed 6 mock social media posts protesting animal cruelty using anatomical livestock imagery and a cohesive color scheme with Adobe.

Pace University Student Art Salon Features 2022 - 2023

Created 3 multi-media pieces, "Frostbite", "Portrait of a Lady in Red", and "The Marsh Witch", that were chosen to be featured in student art exhibitions at Pace University.

"The Scarlet Dark" Spring 2022

Conceptualized original storyline & characters, then digitally drew the panels of a 20 page horror themed graphic novel using black, white, & red color scheme.

VOLUNTEER EXPERIENCE

Montauk Magic July 2023

Volunteered for a three day Montauk based charity event that was held for children in remission from cancer and their families. Assisted in the logo design and the promotional video for the fundraising gala.

PERSONAL BRAND

Ren's Faire 2018 - Present

- Developed art Instagram account and grew followers to 50K+ through digital content promoting personal art, fashion inspiration, aesthetics, & mood boards.
- Collaborated with a variety of international brands and local companies to promote products and drive traffic to brands' accounts.
- Etsy – manage e-commerce page promoting art products and commissioned artwork. Also sold art products to public at various festivals and market fairs.

RELEVANT EXPERIENCE

Vacation Forever Tattoo Aug - Dec 2023

Social Media Intern

- Filmed tattoo artists and clients in the studio then edited together the footage to post promotional TikToks on a daily basis.
- Conceptualized video ideas and grew followers by over 100% within 1 month.
- Assisted in managing promotional events at the studio including guest list, filming content & setup/breakdown of space.

Hickory Playground June - Aug 2023

Social Media Manager

- Designed social media posts for the nonprofit to fundraise and promote their James Bond themed annual play festival.

Lift Agency Feb - May 2023

Graphic Design Intern

- Updated internal assets for the company to incorporate their new branding and decks for external clients like Spectrum and Keranique.
- Designed 7 social media templates that stayed consistent with Lift's branding and a post featured on their Instagram for International Women's Day.
- Presented 6 pieces of content (print & digital) designed with Adobe for a mock Spectrum back-to-school campaign as the final project.

Doug Fitch & Tommy Nguyen 2022 - April 2023

Studio Intern

- Assisted artists in conceptualizing and executing a series of 12 costumes and props out of mixed materials for BalletCollective's "The Fluidity of Time".
- Awarded the Amelia Gould Scholarship Grant by Pace University.
- Performed a shadow puppet show at the Lincoln Center for the New York Philharmonic's Young People's Concerts.

American Marketing Association 2021 - 2022

Chief Creative Officer

- Developed graphics for AMA's social media accounts, flyers to promote events around campus, the ICC Chapter Exhibit, and the Annual Report.
- Managed a creative team to brainstorm event ideas & marketing strategies to increase attendance. Assigned projects based on our strict content schedule.

SKILLS

Leadership	<div style="width: 75%;"></div>
Multi-tasking	<div style="width: 85%;"></div>
Communication	<div style="width: 90%;"></div>
Teamwork	<div style="width: 80%;"></div>
Creativity	<div style="width: 95%;"></div>
Organization	<div style="width: 90%;"></div>
Problem Solving	<div style="width: 85%;"></div>

