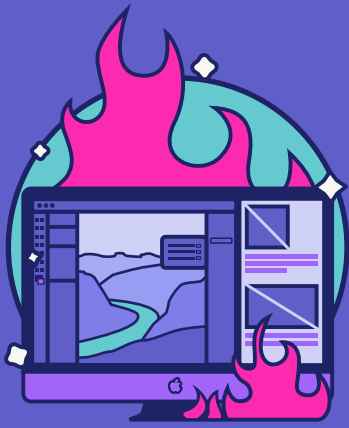


# REBECCA IRBY

## CREATIVE DIRECTOR



San Diego

(209) 201-8471

[www.croheart.com](http://www.croheart.com)

[croheart@gmail.com](mailto:croheart@gmail.com)

### SKILLS

#### CREATIVE MANAGEMENT

#### ART & ANIMATION DIRECTION

#### 508 COMPLIANCE WCAG STANDARDS

#### CREATIVE INNOVATION

#### AUTHORING TOOLS

Articulate Storyline | Rise  
Appitierre Evolve  
Elucidat  
Adobe Captivate

#### CREATIVE PROGRAMS

Adobe Creative Suite  
Illustrator | Photoshop  
InDesign | XD | Premiere

I'm a designer and creative manager with nearly 20 years of experience. I enjoy designing something vibrant and cohesive on my own, but my true love is collaborating with others.

It is a joy to see what unique perspectives can come from clear and thoughtful creative direction.

### EXPERIENCE

#### CREATIVE DIRECTOR | HEAD OF DEVELOPMENT + DESIGN ELM | [elmlearning.com](http://elmlearning.com) | San Diego | 6 years - ongoing

My team is responsible for creating interactive experiences for some of the largest companies in the world, including Meta, Eli Lilly, Google and Johnson & Johnson.

- Optimized process and removed barriers for all the creatives on my team to deliver their best work
- Hired, guided and coached all new art directors, designers, developers and illustrators
- Led R&D for new development tools and established company-wide process standards such as xAPI data use in Articulate Storyline and Rise
- Responsible for training the team in 508 Compliance/WCAG standards in eLearning tools
- Art Directed over a dozen company case study/portfolio partnerships with clients
- Experienced navigating the demands of budget, quality and time
- Art and animation direction for AfterEffects and Flash/Animate

#### ART DIRECTOR

#### Advertising Edge | [advertisingedge.com](http://advertisingedge.com) | Santee | 4 years

We were a small team with big heart, crafting custom designs for companies large and small. With no formal QA department, an eye for detail was essential.



See my LinkedIn profile for more of my experience!  
[linkedin.com/in/croheart/](https://www.linkedin.com/in/croheart/)