

Rachel Been

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EXPERIENCE

Creative Director, Billboard.com

New York, (Art Director, April 2010–September 2011 | Creative Director September 2011–Present)

- Photo director for Billboard.com, including working with freelancers to produce portrait, live, and fashion shoots.
- Director of photo production, including working with an assistant producer building out all photo galleries, promotions and experiences on Billboard.com.
- Design director for Billboard.com and Billboard.biz.; designing the user interface and branding for custom experiences, special events and video franchises. Currently redesigning the photo platform as well as the Billboard.biz homepage.
- Primary photographer for all in-studio performances and concerts for Billboard.com.
- Liason with the advertising department to develop branding and visuals for premium clients.

Photo editor, photographer, producer and design liaison, AOL

New York, 2007–2010; Washington, D.C., 2006–2007

- Primary photo editor of Stylelist.com, Slashfood.com and KitchenDaily. Responsibilities included: content development, hiring freelance photographers, production and post-production of photography, galleries, multimedia and audio.
- Producer and art director on all style and food shoots, including seasonal fashion, fashion week, beauty and makeovers, American style franchises, interviews with celebrity chefs. Photographer of celebrity portraiture, food editorials, and fashion for a variety of AOL channels.
- Interdepartmental liaison between photography and the design department to create multimedia templates, standardized photo experiences. Producer for the emerging photography site, Pixcetera.com.
- Within the bilingual Latino Channels, served as the Lead on Musica: produced galleries, hired talent, art directed, photographed and constructed multimedia packages in Spanish.

Photo editor and assistant, The Associated Press and Reuters

Los Angeles, Calif., Sept. 2005 – June 2006

- Edited live and transmitted for sporting and celebrity events, such as the Screen Actors Guild awards, Lakers games and the Rose Bowl

Production manager, Laura Doss Photography

Los Angeles, Calif., Jan 2006 – June 2006

- Production and post-production of portfolios and commercial shoots for companies such as L.L.Bean and Eddie Bauer.

Library assistant, Magnum Photos

New York, April 2004 – Sept. 2004

- Organized slides, prints, negatives and digital files within the Magnum library for clients and the public.

Director of photography, The Daily Bruin, UCLA

Los Angeles, Calif., Sept. 2003 – June 2004

- Led department of 25 photographers/Interns; primary editor of daily publication (circulation 30,000).
- Photographed a wide variety of hard news, portraiture, illustration and photo stories over four years.

Studio photographer and editor, The Smithsonian

Washington, D.C., June 2002 – Sept. 2002

- Photographed studio artifacts, Smithsonian events, and the official Folklife Festival for the American Museum; archival research of Robert Capa
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EDUCATION

University of California, Los Angeles

- Bachelor of Arts, Art History, June 2006; Graduated with Latin Honors, Cum Laude
 - Study abroad program in art history and Catalan culture at the Universitat de Barcelona in 2005
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SKILLS

- Adobe Photoshop, Illustrator, HTML/CSS , a variety of CMS structures and publishing platforms, Final Cut Pro, Soundtrack Pro, Pro Tools; Mac and Windows proficiency; SEO strategies and Omniture analytics.
- Extensive familiarity with photo archives and major image services and agencies.
- Extensive photo retouching and post-production skills.
- Experienced with Canon and Nikon digital systems, medium format, film, video, studio lighting and professional audio recording gear.
- Bilingual: Spanish and English.