SKINCARE ANARCHY

Jennifer Rivas - Internship Fall 2021 - Prof. Gotez

Skincare Anarchy was founded in 2020. Their first episode went live July 15, 2020. Ekta Yadav is the CEO and founder of SA. The podcast focuses on discussing skincare trends, social issues, and myths around skincare and beauty culture. Each episode features a guest with a professional background field in skincare such as doctors, dermatologist, skincare brands and more. You can join the discussion on Instagram.

Social Media: YouTube, Instagram, Twitter, Tiktok, Linkedin & Pintrest

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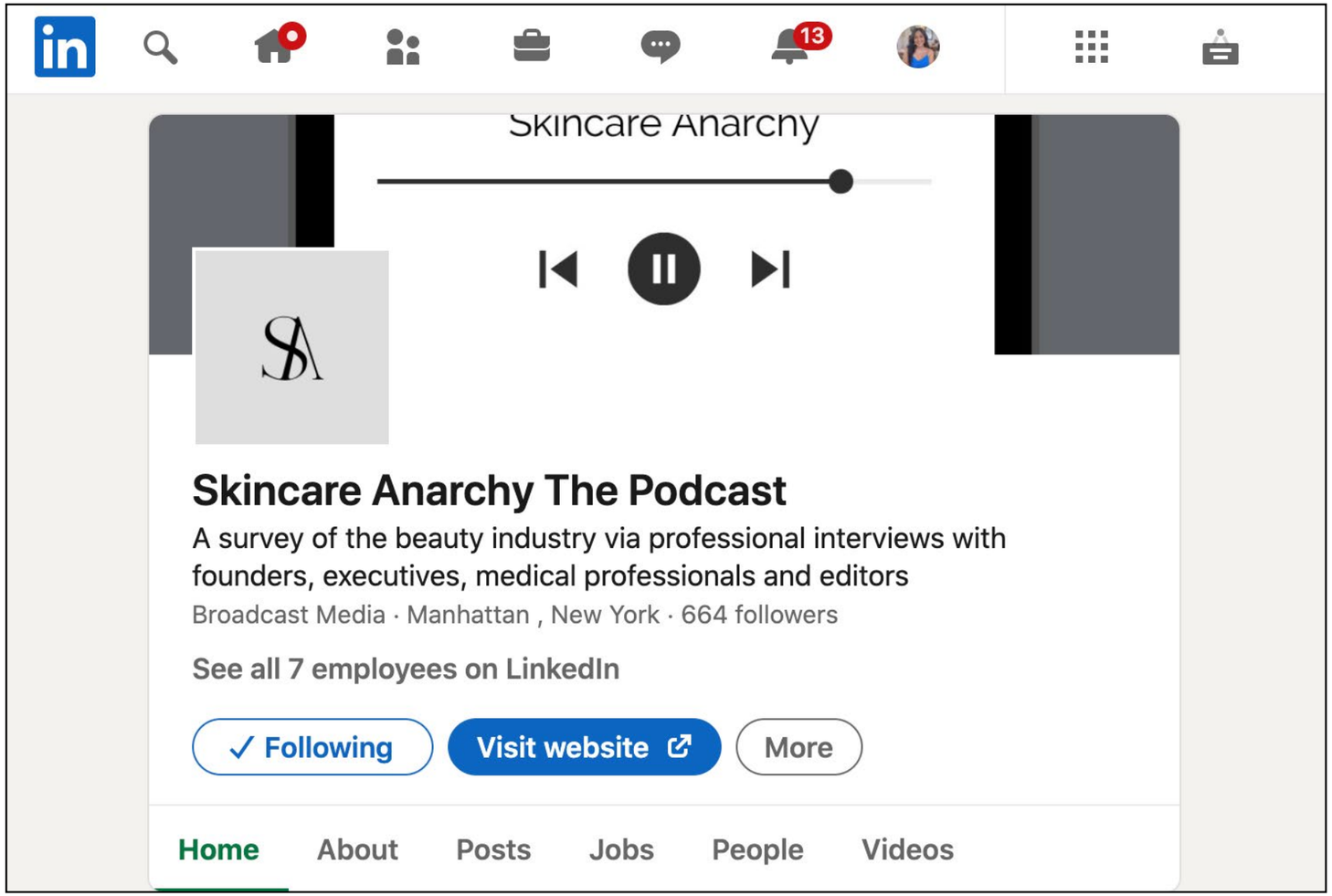


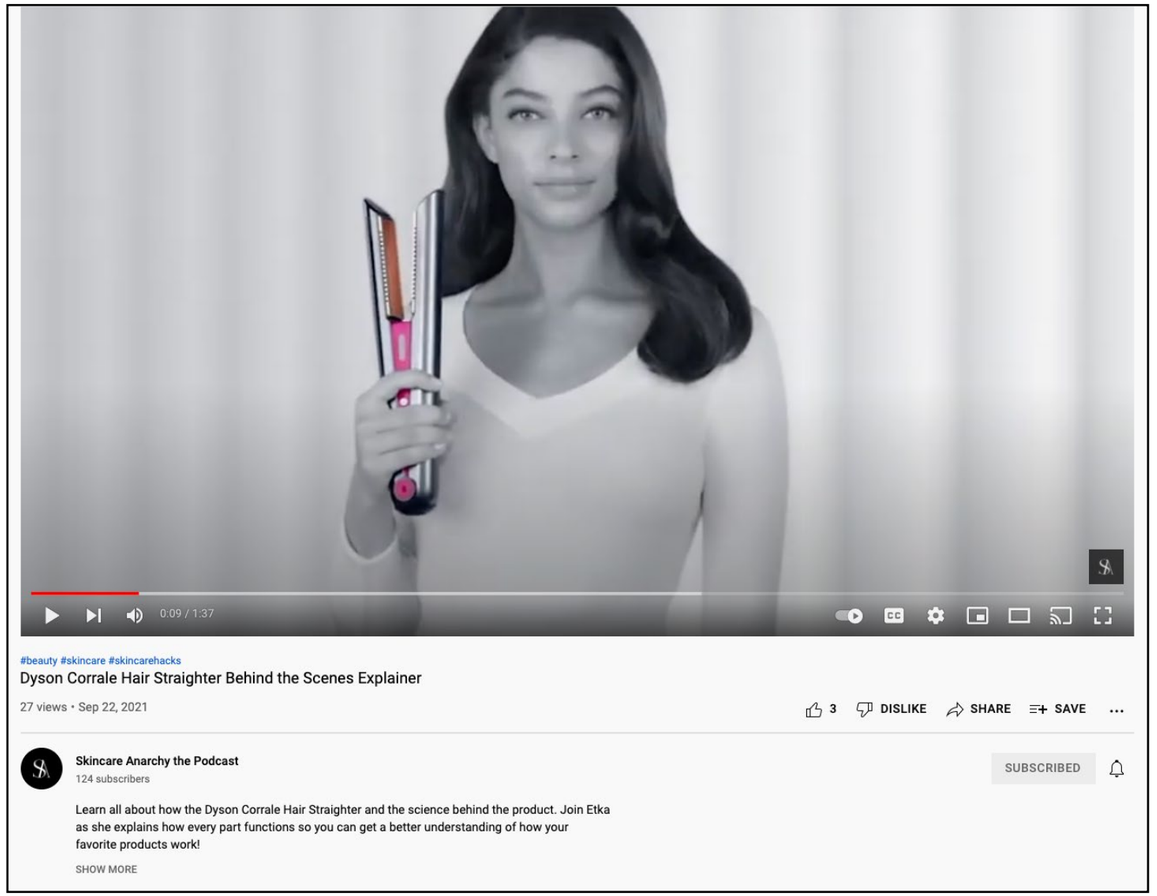
Application Process

Most of the internships I applied was through Linkedin which is where I found SA. This was one of the few companies that got back to me rapidly. Ekta, CEO and founder of SA asked to see my work and the rest is history.

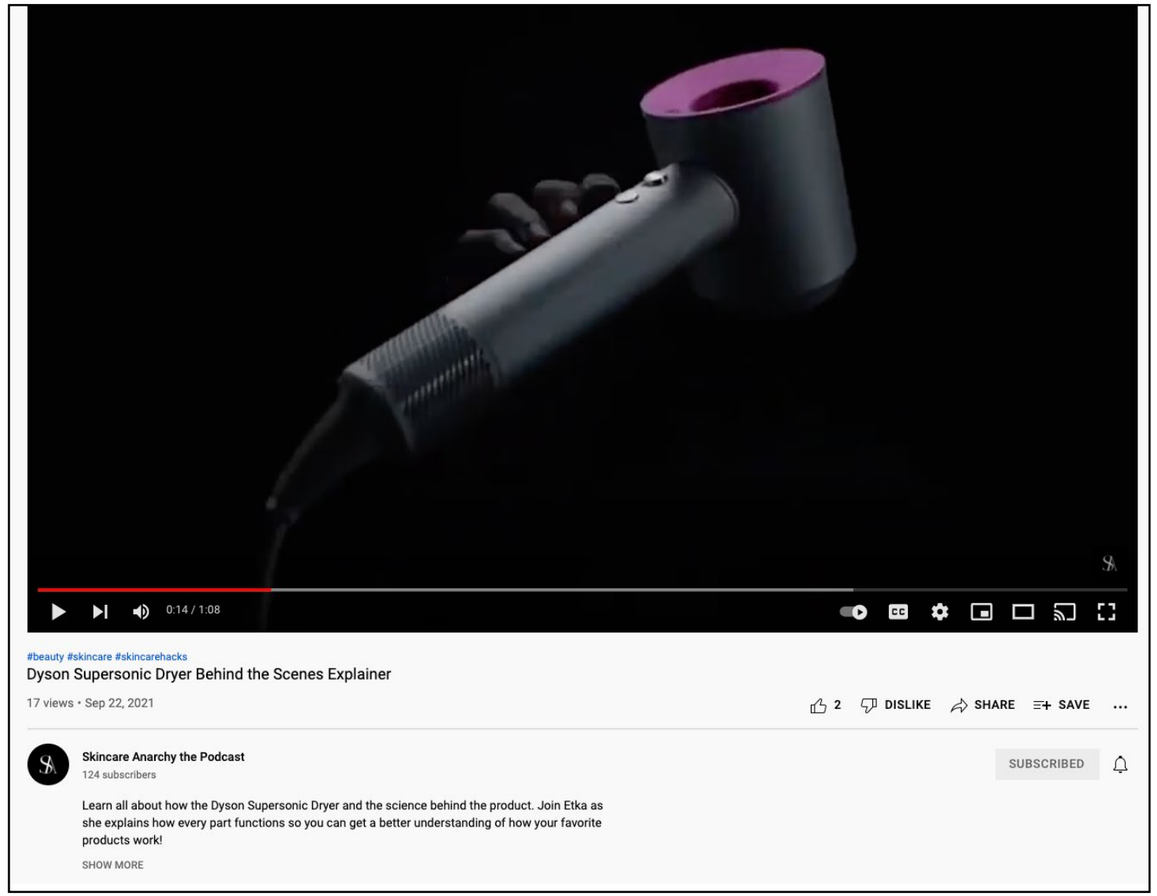
Checking-In

SA is a small company that has less than 15 employees. We have a team who specifically works on the podcast, social media team, research team and graphic design team. I touch in base with my supervisor Ekta and Project Manger Nikita. Sometimes I touch in with all the teams because Ekta will ask me to create art for them. However, she is the one that approves any art that will be posted on social media or the newsletter and Nikita has to approve any art I create for YouTube. Everything is remote. Our communication was through Whatsapp. In November we switched over to Slack. Weekly, I would check in with my supervisor for any art that needs to be completed by the end of the week.

First Project: Collab with Dyson. The program I used to create the videos was Adobe Premiere Pro.

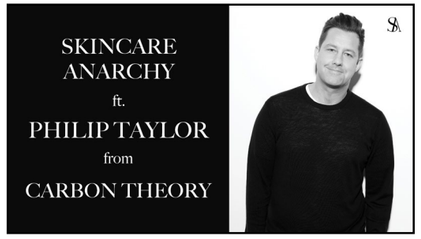


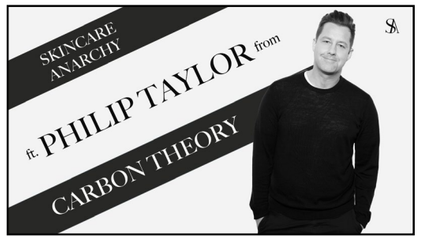
Dyson Corrale Hair Straighter Behind the Scenes Explainer

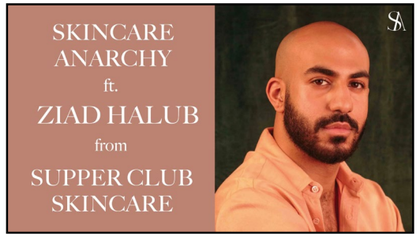


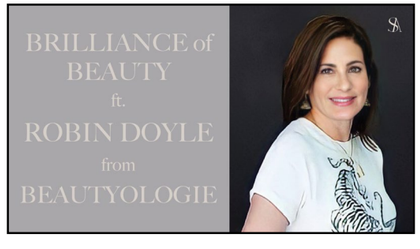
Dyson Supersonic Dryer Behind the Scenes Explainer

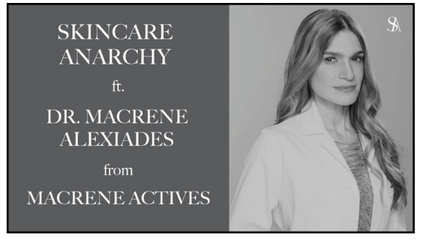
YouTube Thumbnails of Guest

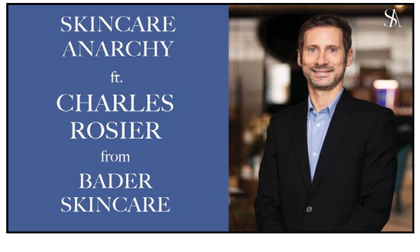








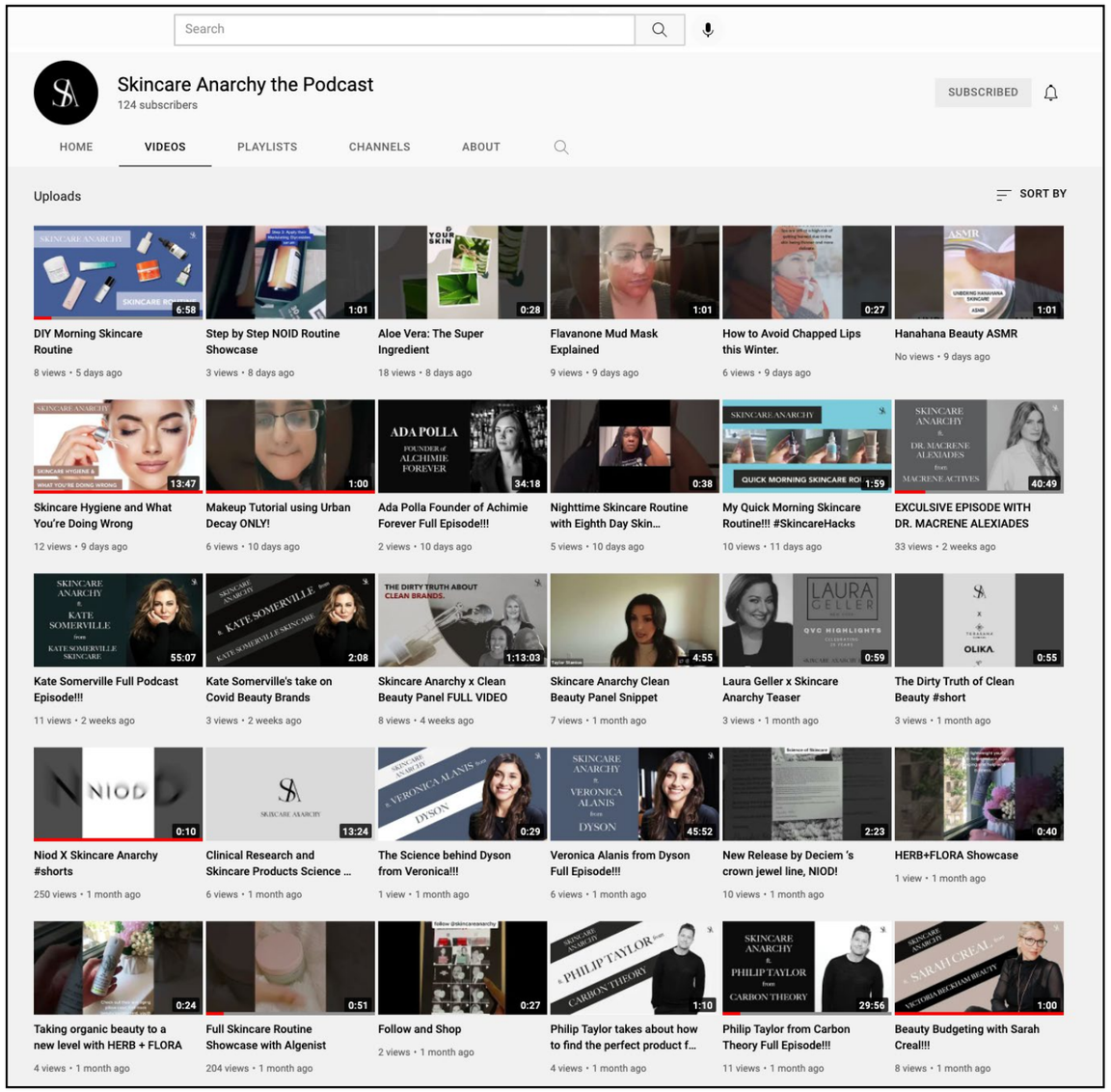


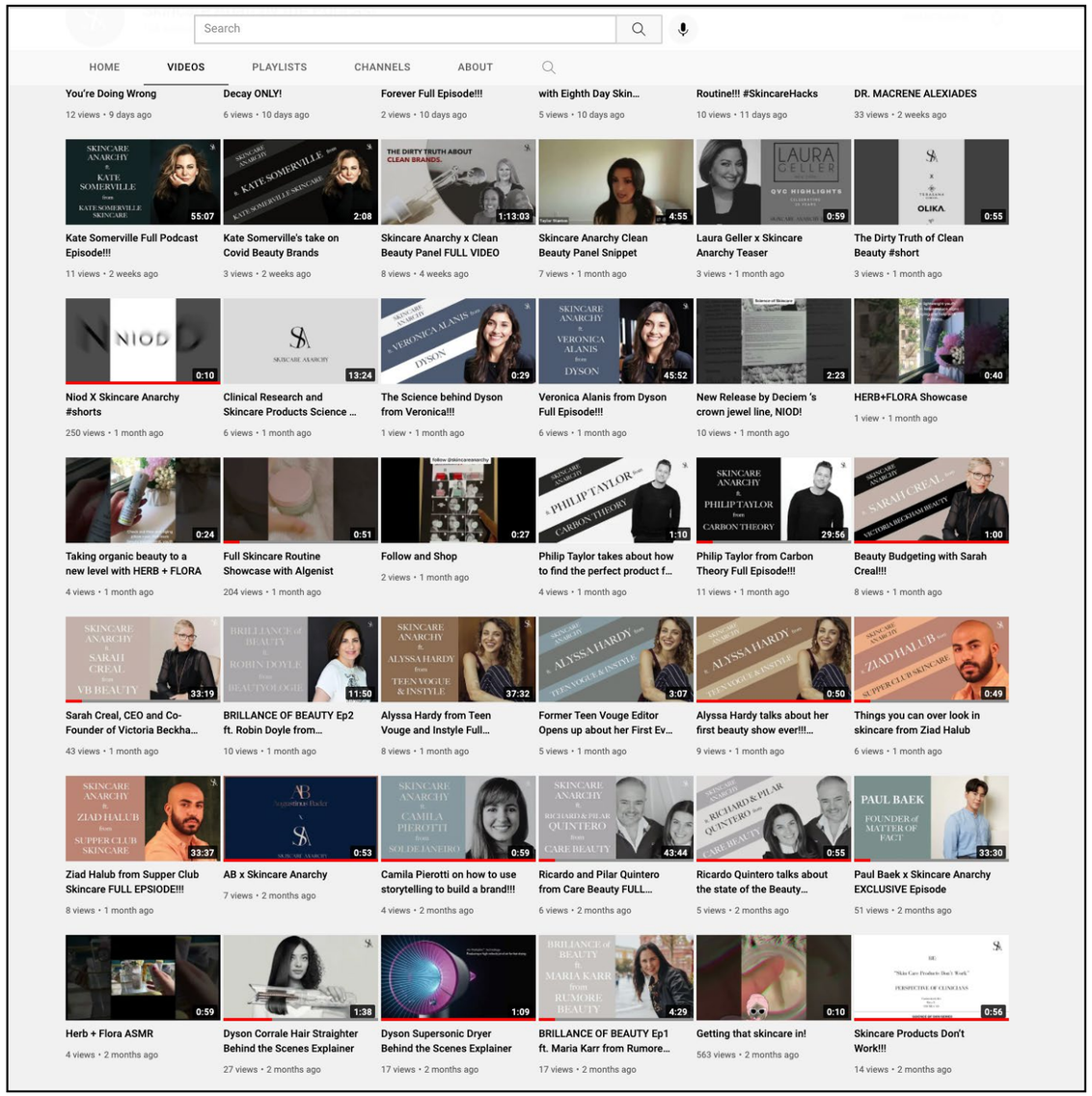


Other YouTube Thumbnails

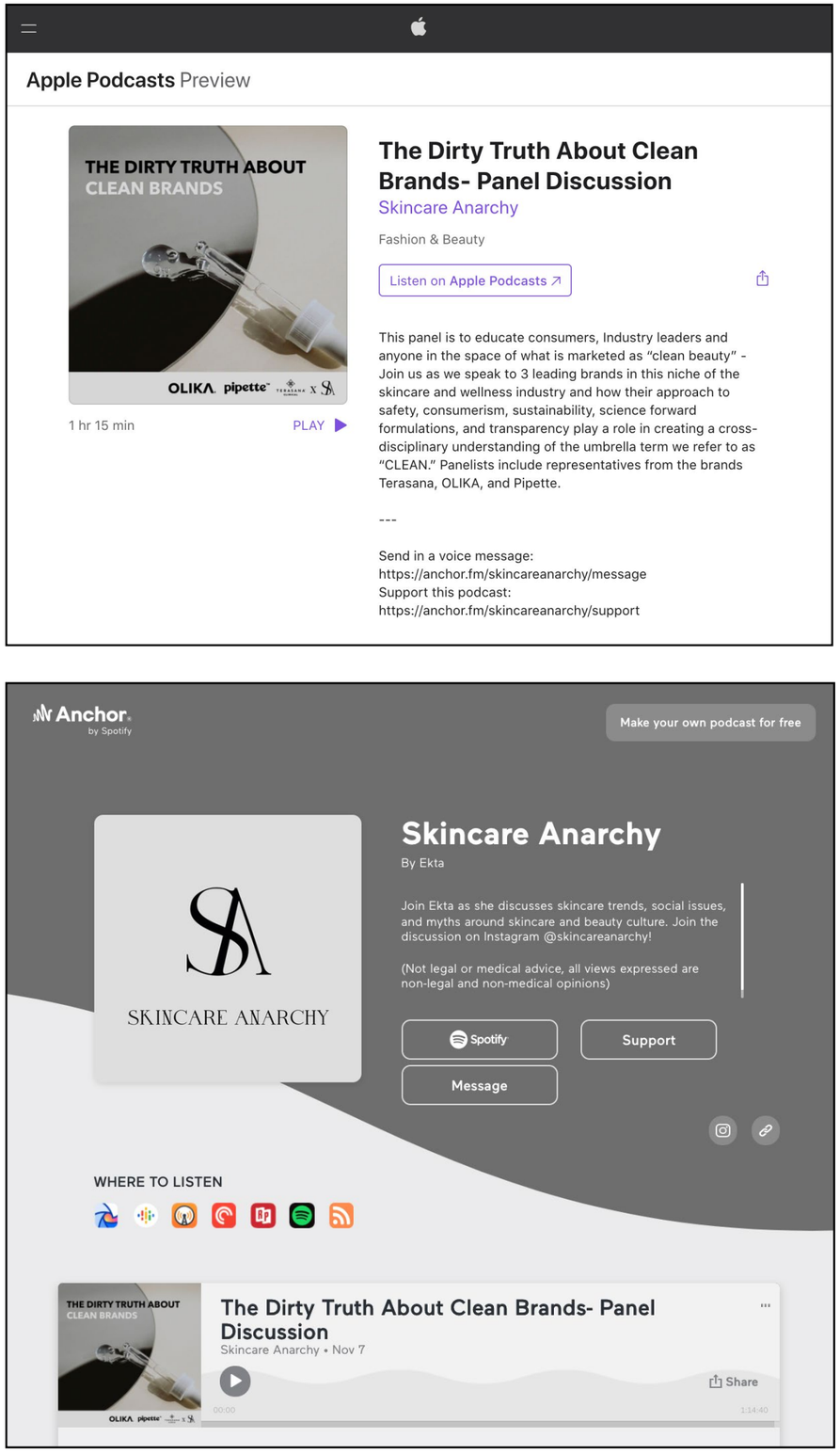
The program that I used to create the thumbnails was **Adobe InDesign and Photoshop.** The dimensions of the thumbnails must always be **1280x720 pixels.** The colors for the thumbnails need to be pastels or in the gray-scale. Bright colors are not allowed because it is not the aesthetic of the company. Every thumbnail must include the company's logo no exception. The two typefaces that I use constantly is Avenir and Big Caslon.

YouTube Channel





Art For Newsletter: Moisturizers



Program: Adobe InDesign Size: 1080x1080 pixels

Cover was posted Apple Podcast, Anchor, Spotify, Twitter, Instagram

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Skincare Anarchy x Clean Beauty Panel FULL VIDEO

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Dr Beth and Elianna Goldstein, co-founders of Get Mr Skincare

"In 2018, my father was treated for skin cancer. Unfortunately, he was not alone. He was one of 30 million Americans who are currently skin cancer…

Nov 11 · 29 min 39 sec

The Dirty Truth About Clean Brands- Panel Discussion

This panel is to educate consumers, Industry leaders and anyone in the space of what is marketed as "clean beauty" - Join us as we speak to 3 leading…

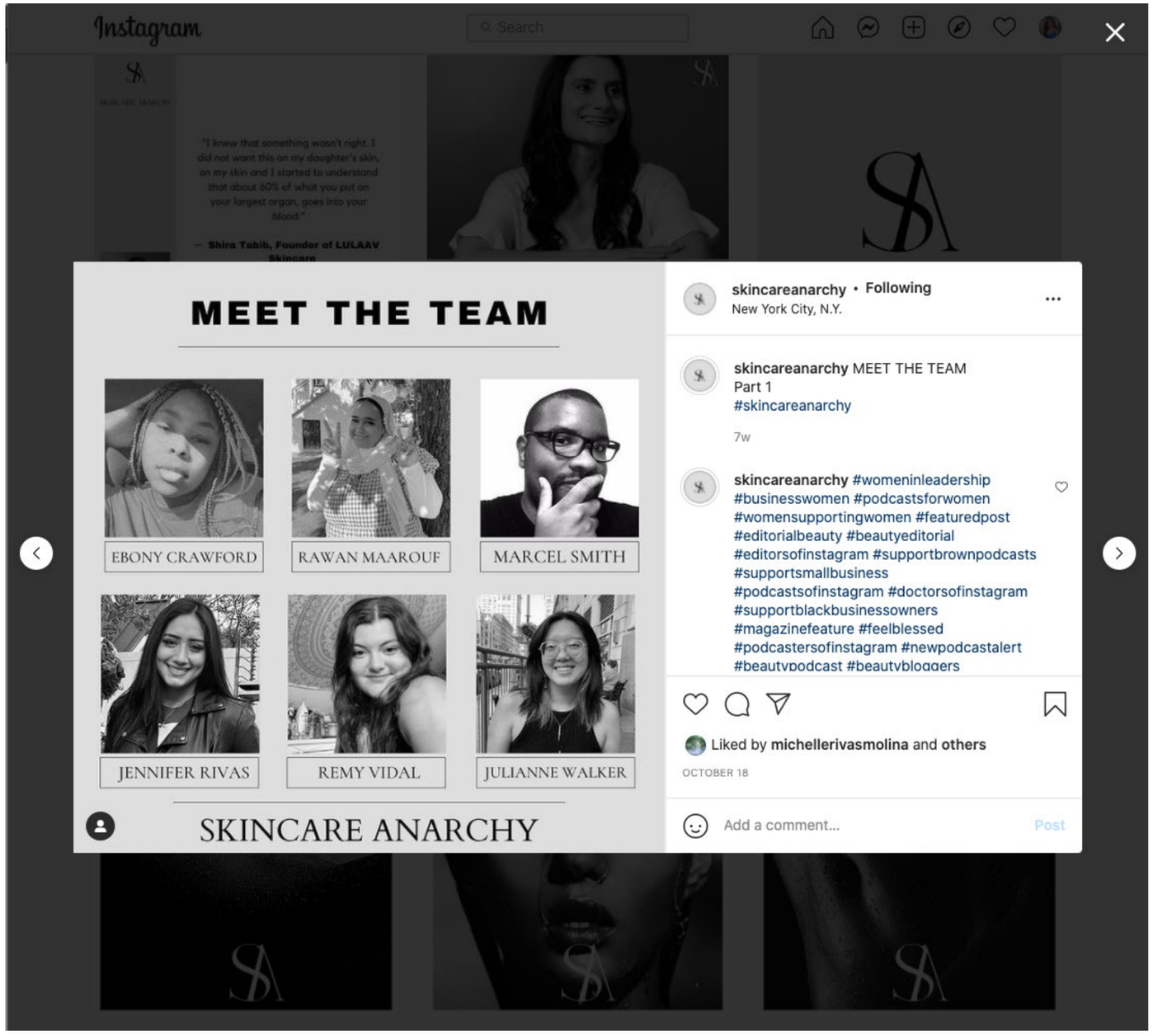
Nov 7 · 1 hr 15 min

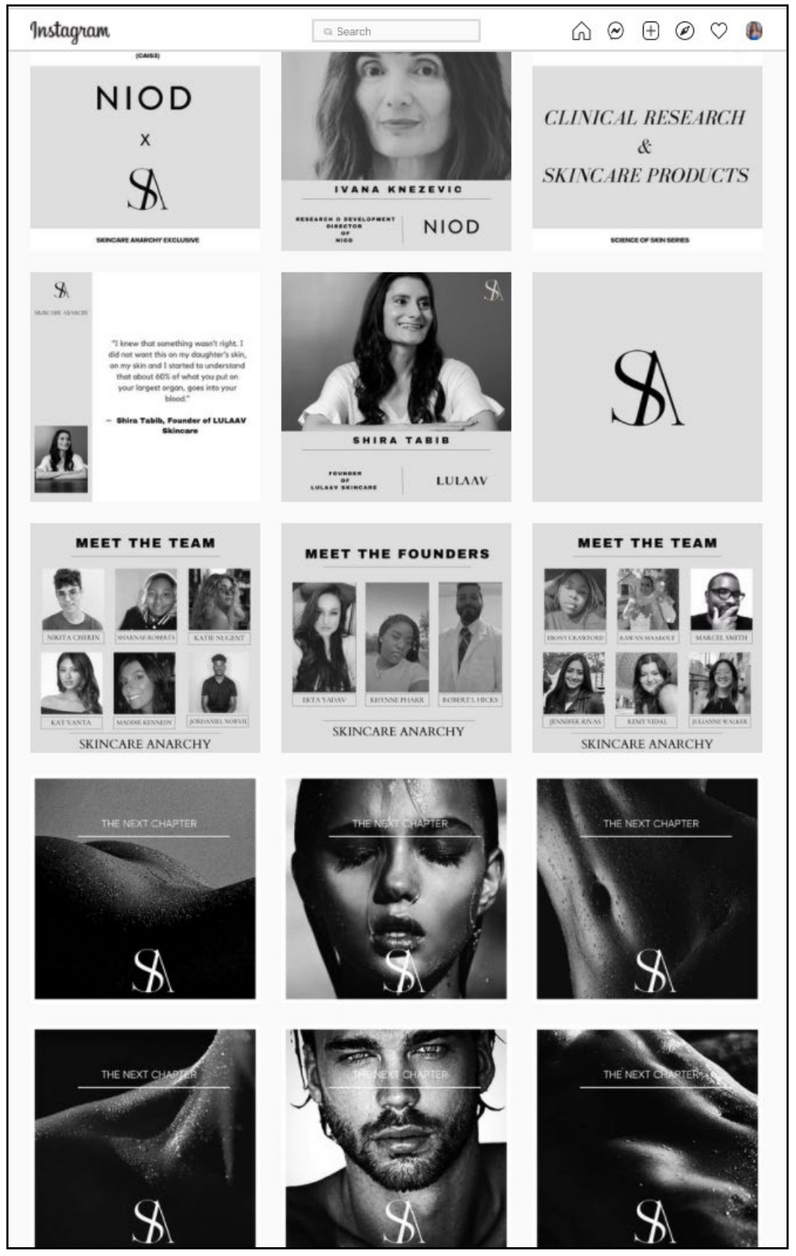
Laura Geller, Beauty Industry Icon and creator of Laura Geller Beauty

Laura Geller is an iconic figure and personality in the beauty industry and has been a top selling entrepreneur on QVC for 25 years. Her work has not only…

Nov 6 · 40 min 41 sec

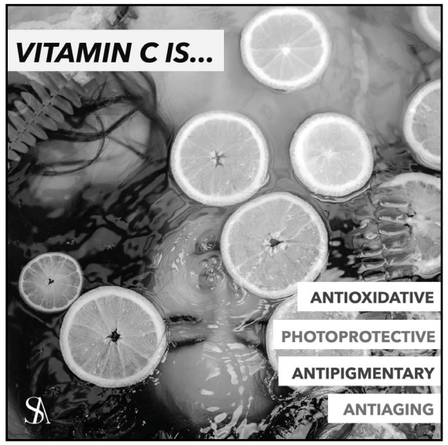
Instagram: Meet the Team

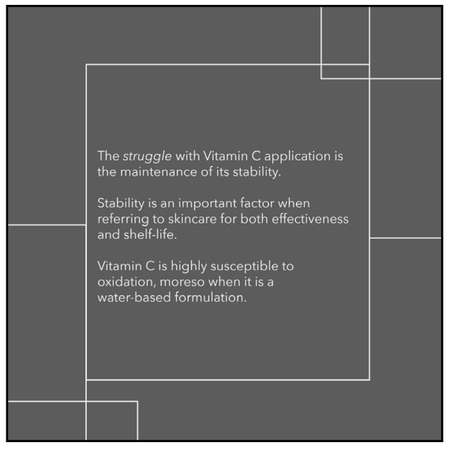


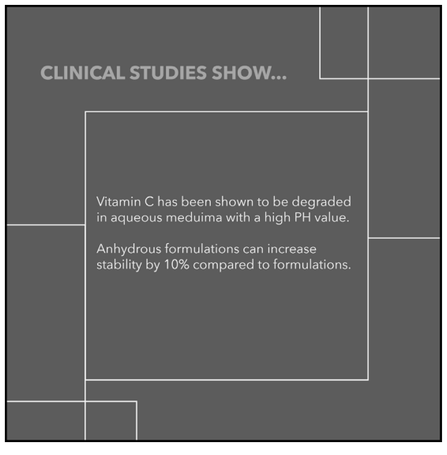


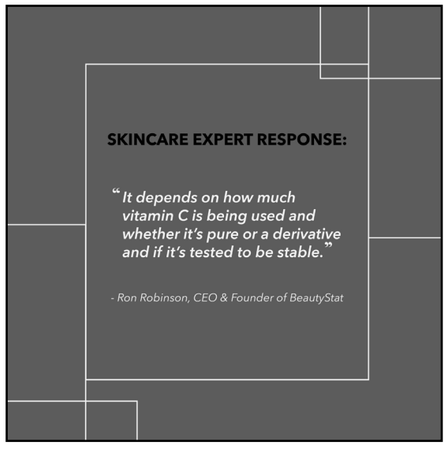
Vitamin C Art - Research Team

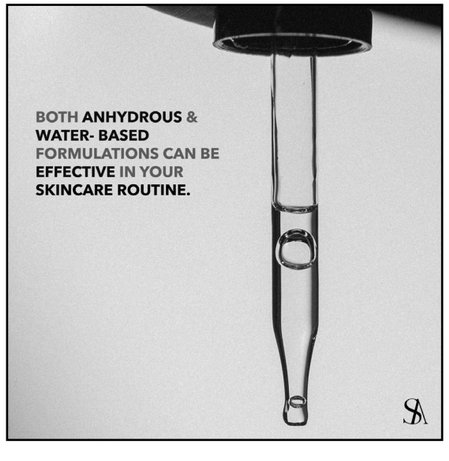
Program: Adobe InDesign, Photoshop and Lightroom.
Size: 1080x1080 pixels Images: Unsplash

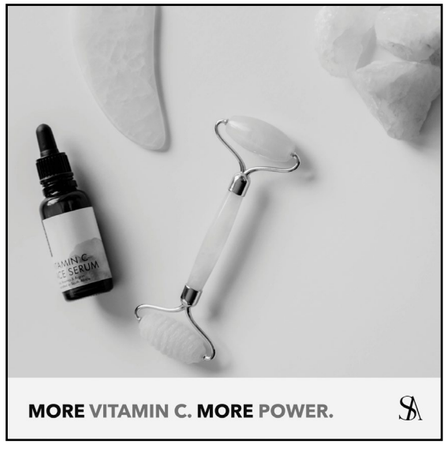


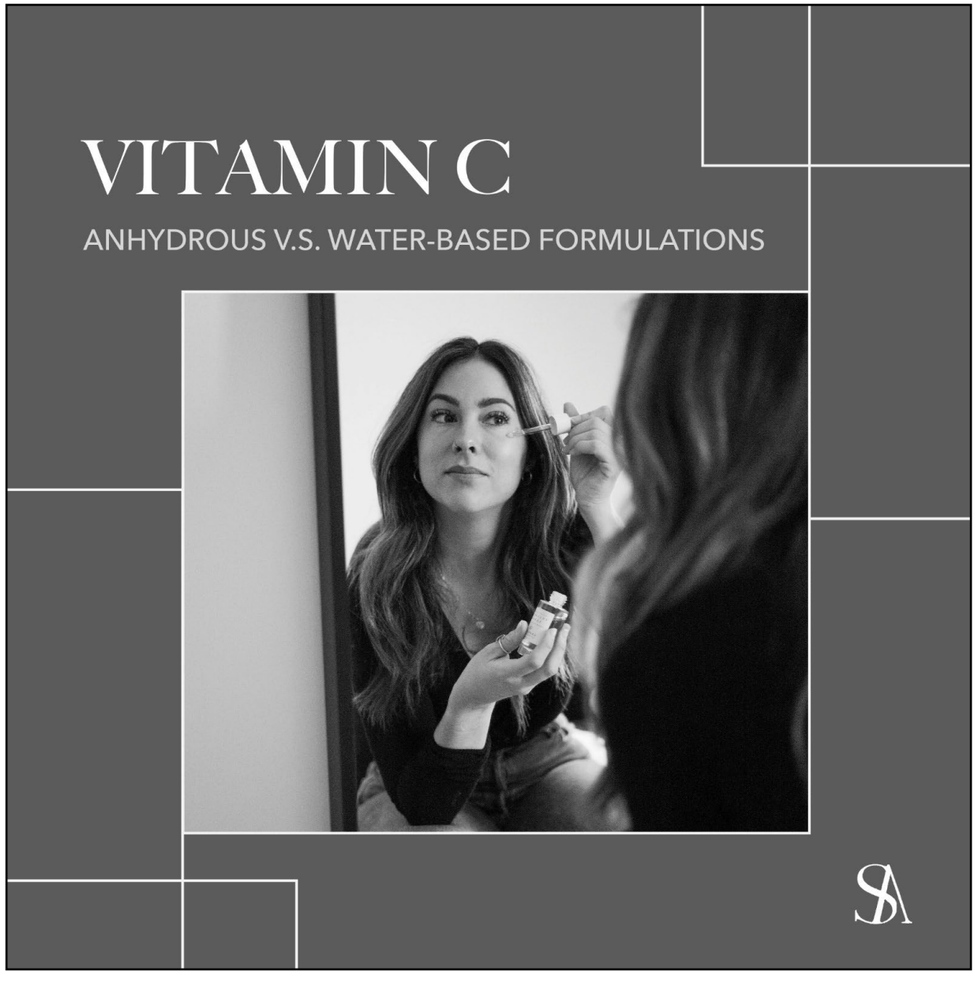




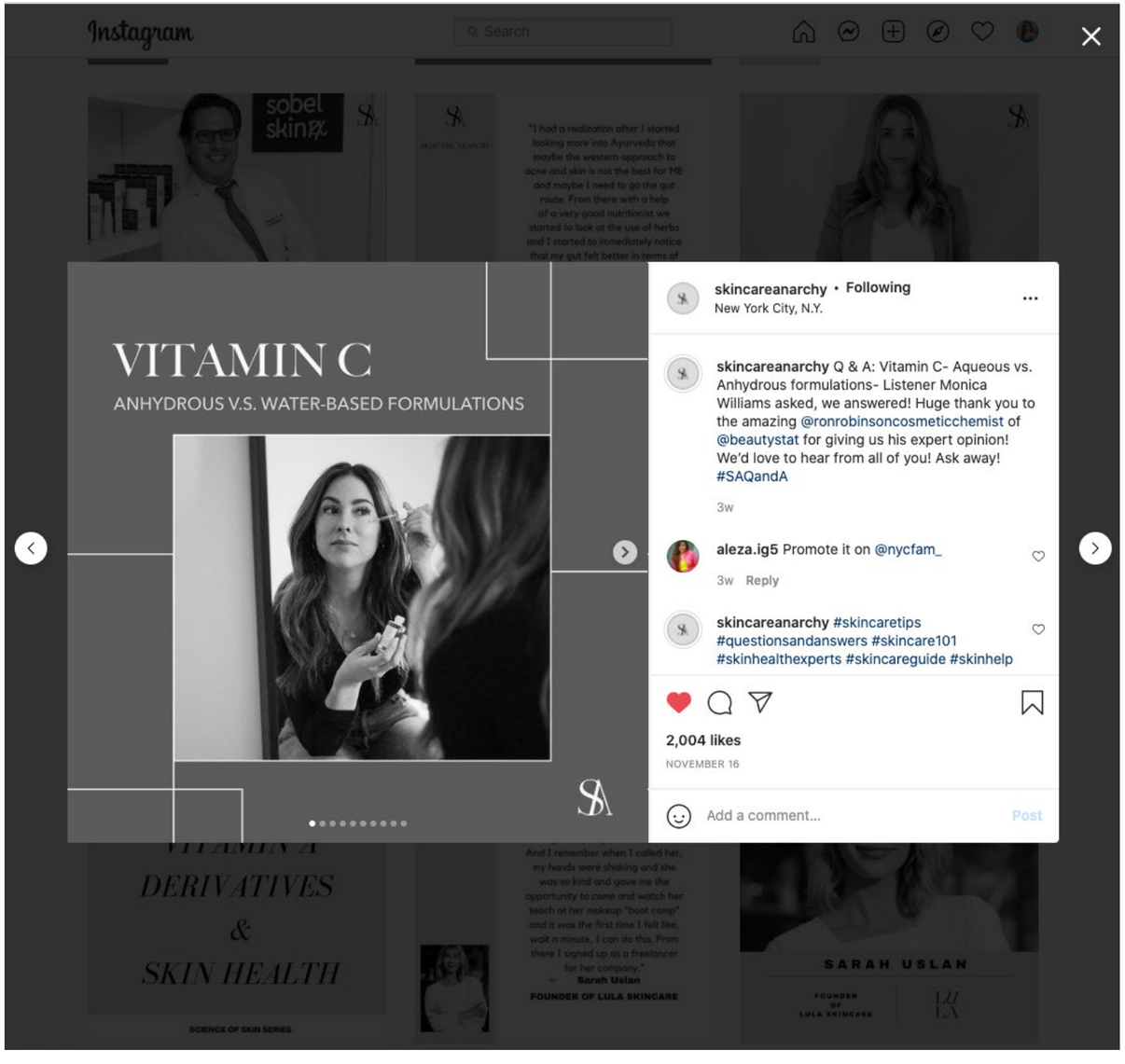


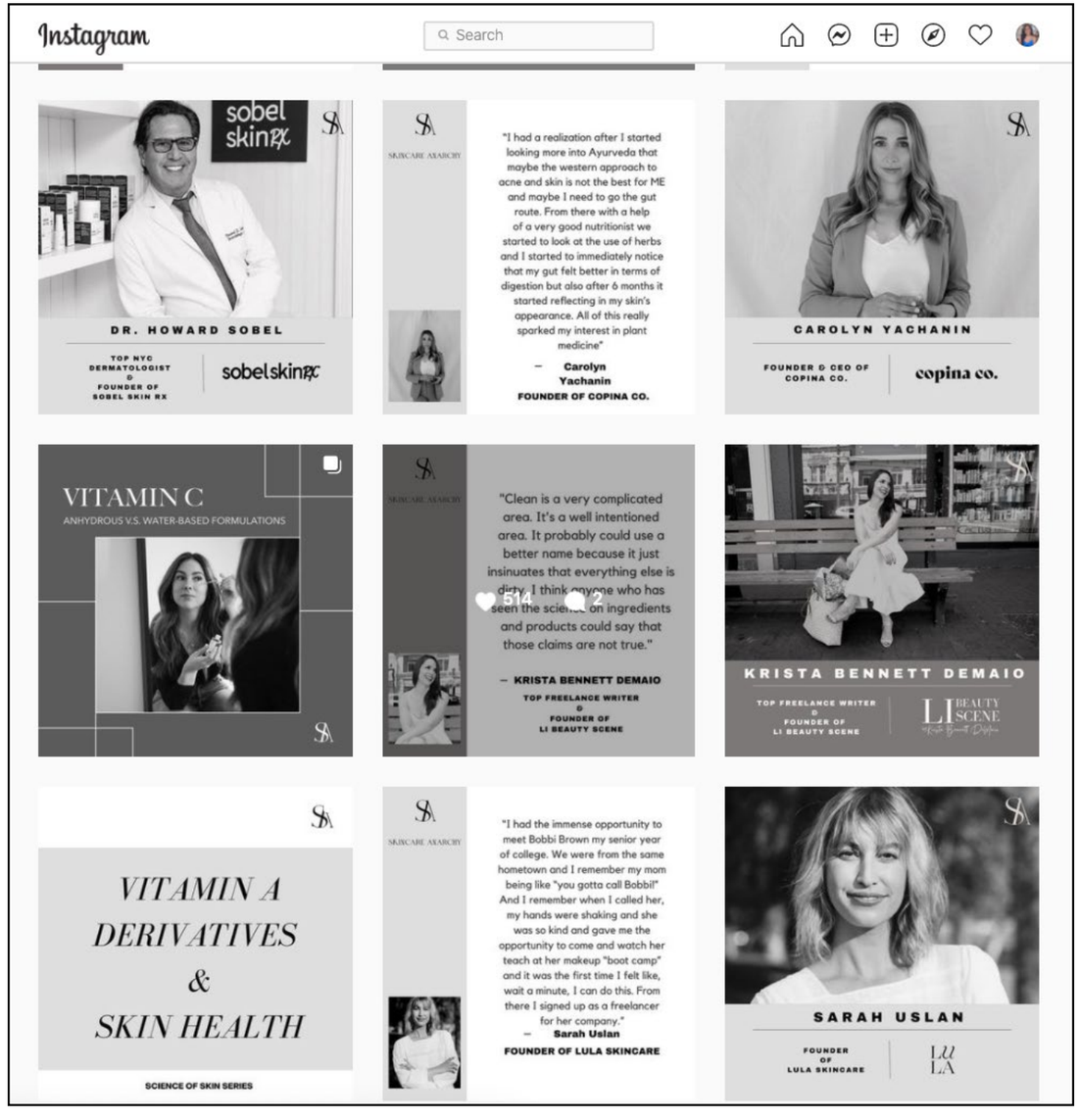






Vitamin C Post on Instagram reach over 2,000 likes.





Celebration Art For Social Media

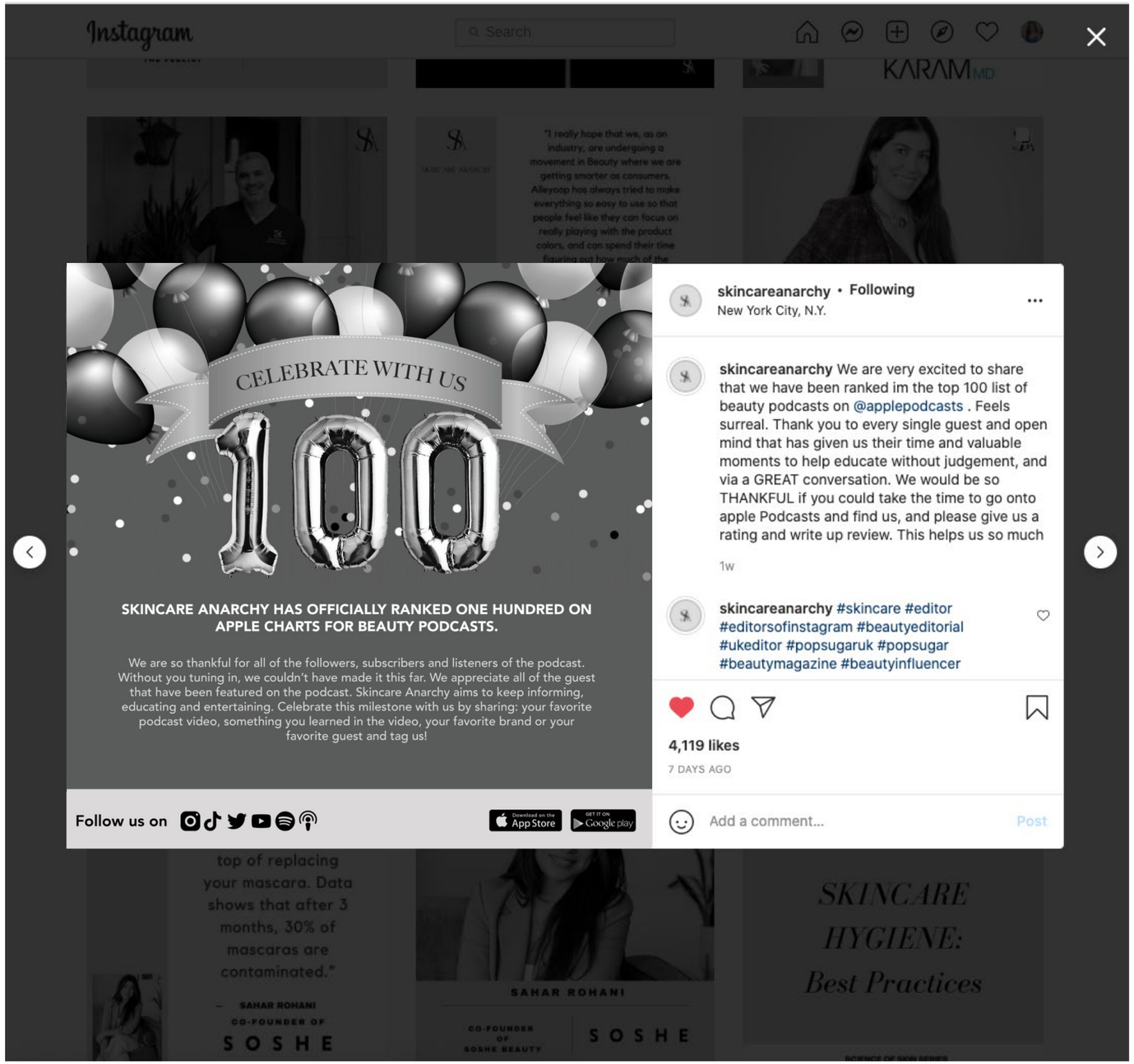
Program: Adobe InDesign Size: 1080x1080 pixels

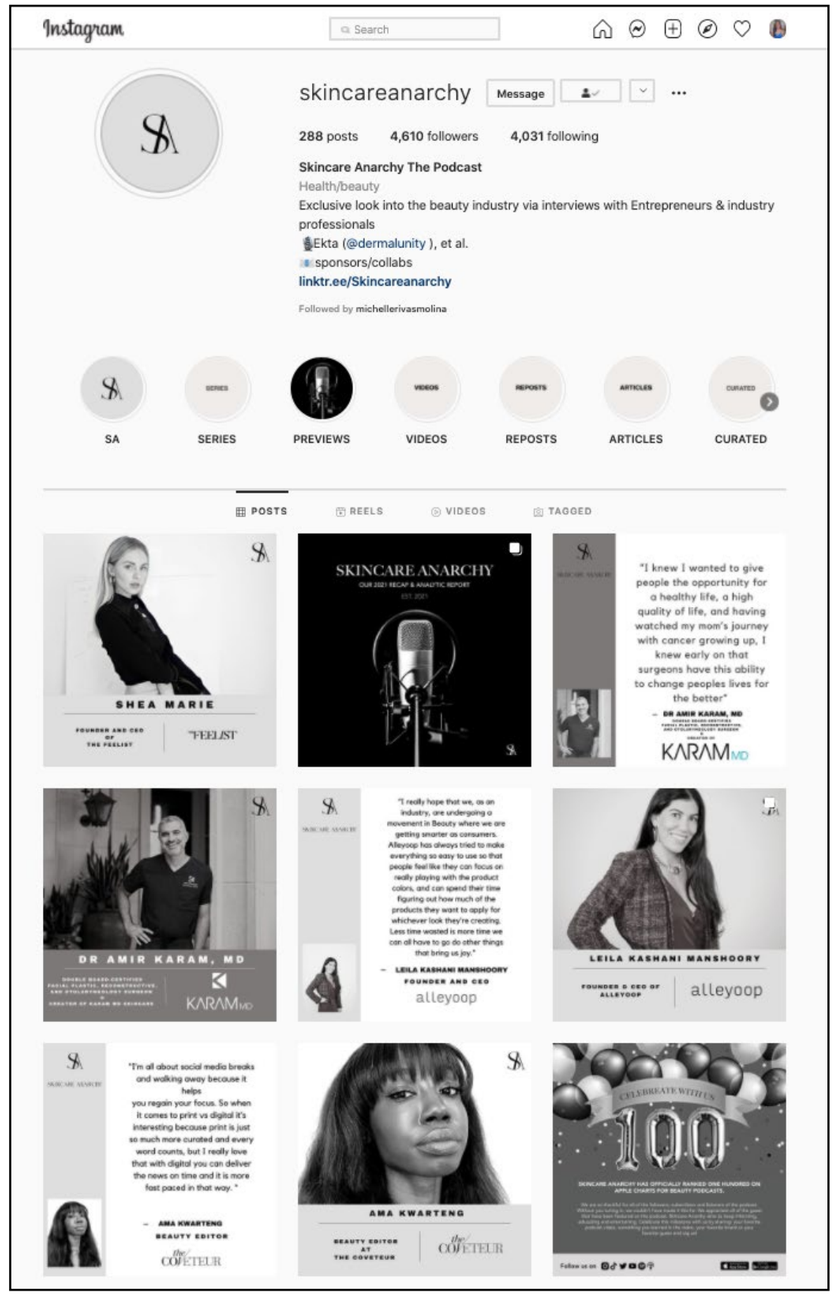
Apple Podcast Promo

Listen to us on Apple Podcast and review our talk over skincare.

Program: Adobe Photoshop Size: 1080x1080 pixels

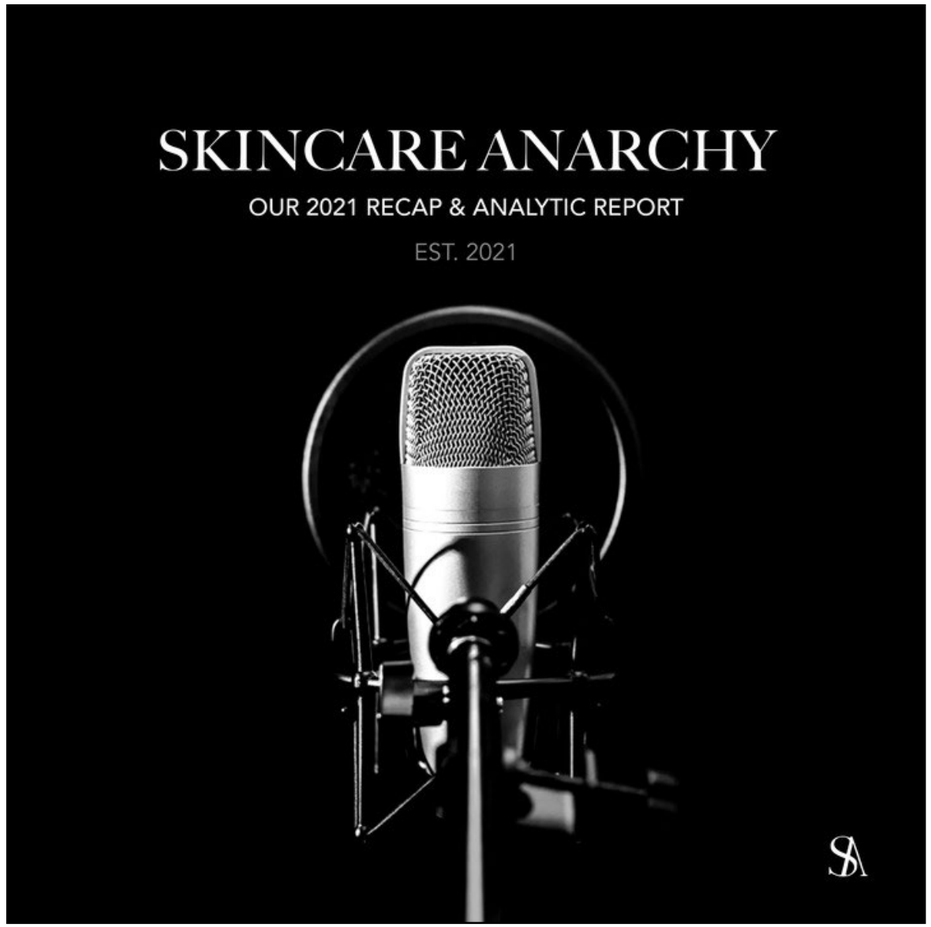
Celebration Post reached over 4,000 likes on Instagram. The art was also posted in the SA newsletter & Twitter.

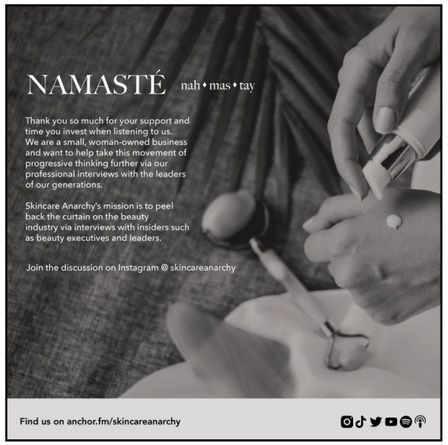


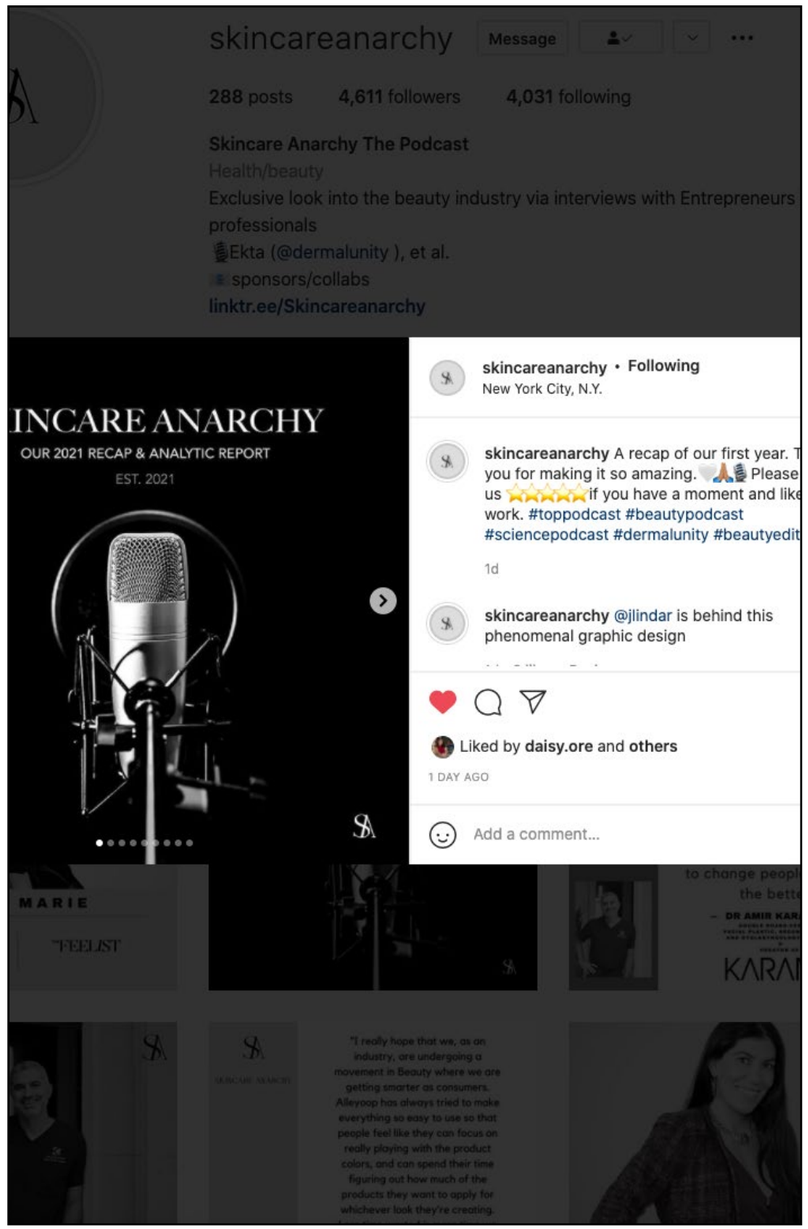


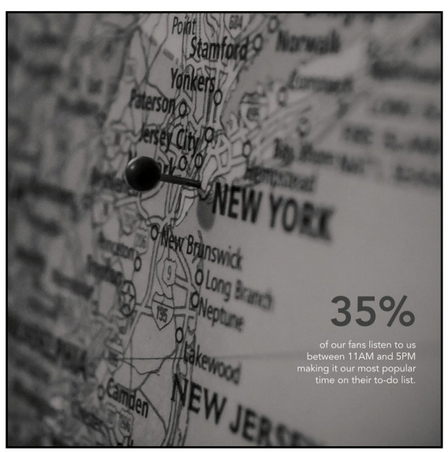
SA 2021 Recap & Analytic Report

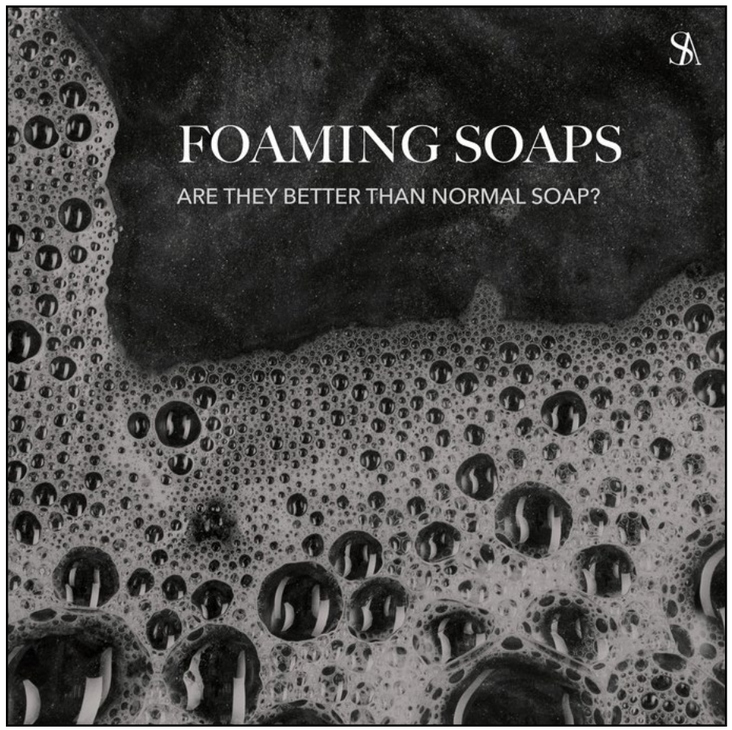
Program: Adobe InDesign, Photoshop and Lightroom.
Size: 1080x1080 pixels Images: Unsplash

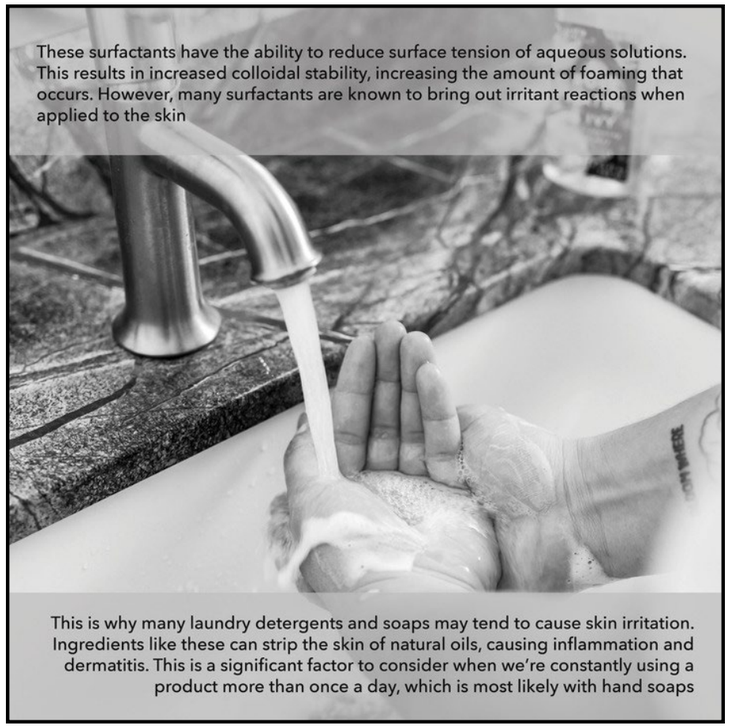












Foaming Soaps - Research Team

Program: Adobe InDesign and Lightroom.
Size: 1080x1080 pixels Images: Unsplash

Instagram

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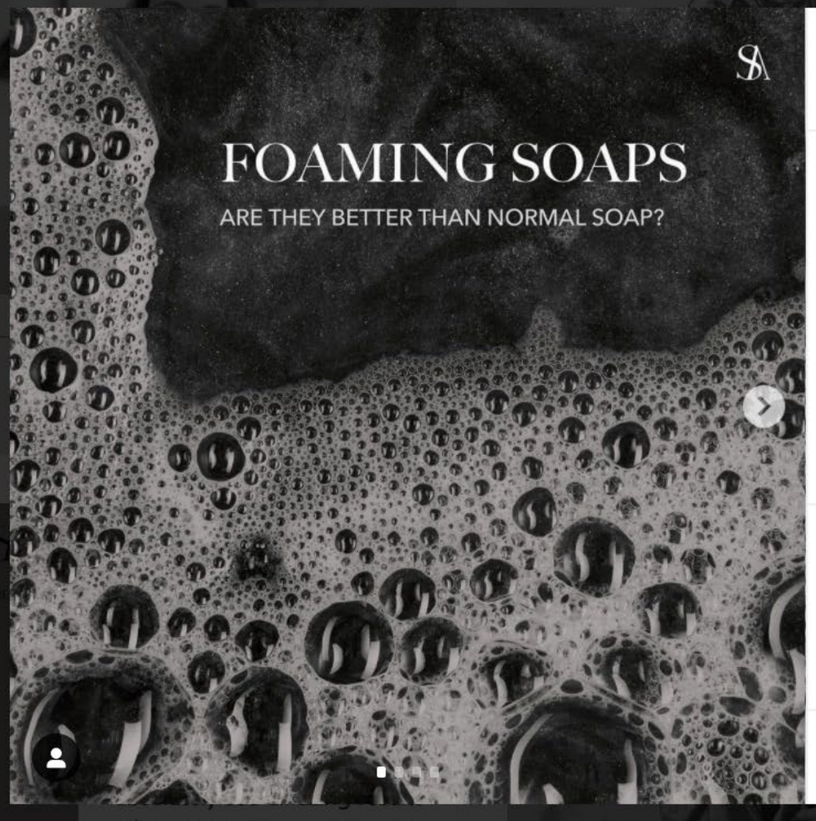

skincareanarchy • Following
New York City, N.Y.

skincareanarchy FOAMING SOAPS 🧼 by Katherine Vanta; art by Jennifer Rivas

———————————————————

———————Foaming soaps are a popular household staple. They are aesthetically pleasing to us, however, soaps like these may have negative effects on our skin.The cosmetic industry has utilized surfactants in products in order to perform detergency, wetting, emulsifying, solubilizing, dispersing, and foaming

Liked by **saiteja_chitla01** and **others**

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when your using nano current consistently."

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– ANETA AND DARYA
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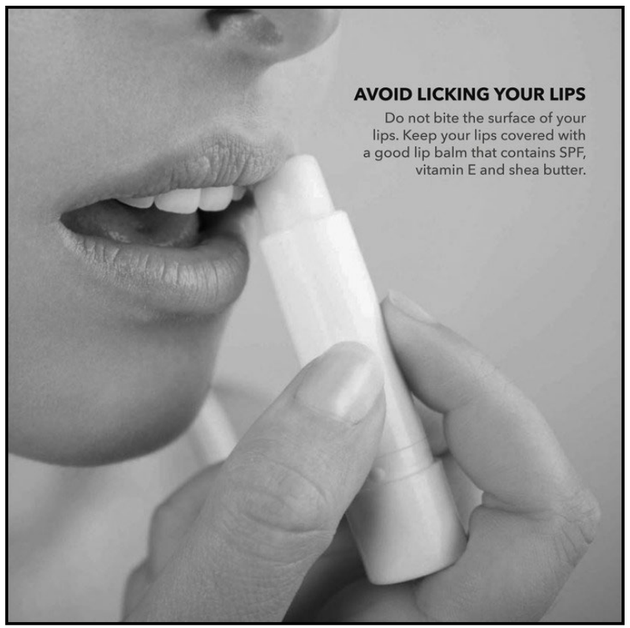
Skincare Routine Changes for the Winter

Program: Adobe InDesign and Lightroom Size: 1080x1080 pixels Images: Unsplash



RECAP

My time with SA has been a handful. I learned what is was like to work with a client. The rhythm SA is very fast paced– similar to working for a magazine. Some work had to be done then and there ASAP or by the end of the week. I believe when working for any company in the future it is very important to do your own research. Everything you can know, from the style to social media– everything. This helped me understand the type of work my boss wanted to showcase and how I always got all of my art approved right away. I also had to manage my time wisely with SA because I was taking six classes and I need to balance my work with my homework. Not procrastinating was a big goal for me. For this, I had a planner and made sure I always wrote my tasks. To not fall behind I would finish my personal projects before their due dates so I can focus on making my hours and work for SA.