Rainbow Willard

Artist · Educator · Independent Publisher

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EXHIBITIONS

Solo & Featured

Feature Wall Artist, Shenandoah Valley Art Center — Waynesboro, VA *Sept–Nov 2025*
Featured Artist, Arts Council of the Valley First Friday — Harrisonburg, VA *April 2026*

Group

All Member Show, Arts Council of the Valley — Harrisonburg, VA *2025*
Blue Show / Monthly Members Show, Shenandoah Valley Art Center — Waynesboro, VA *2025*
Annual Member's Judged Show, Shenandoah Valley Art Center — Waynesboro, VA *2025*
11th Annual Dirty South Cup, River Oaks Square Arts Center — Alexandria, LA *2025*
Print Exchange: PETS!, Martha Street Studio / Manitoba Printmakers — Winnipeg, MB *2025*
Any Portmanteau in a Storm Juried Exhibition, D'Art Center — Norfolk, VA *2016*
June All Media Show, Art Works — Richmond, VA *2015*

PUBLICATIONS

"Sweet Tooth," CP Hidden Treasures Vol. IX, Ann Kullberg (cover) *April 2025*
"A Rose," CP Hidden Treasures Vol. IV, Ann Kullberg *December 2017*

AWARDS & DISTINCTIONS

Alpha Sigma Lambda Honor Society Scholarship 2024
First VCU recipient of the national Alpha Sigma Lambda scholarship ($3,000). Selected as keynote speaker at the Fall 2024 induction ceremony, speaking on perseverance, leadership, and balancing education with family life.

Davis Interiors Purchase Award 2016
Any Portmanteau in a Storm Juried Exhibition, D'Art Center — Norfolk, VA

Featured Artist, Bucketfeet 2014

PRESS & FEATURES

Talk Stoop with Cat Greenleaf, NBC / USA Networks *2016*
Custom Footwear (uncredited), Tydus Talbott Ice Cream Music Video *2019*

INDEPENDENT PUBLISHING

Memory Lane Lenormand 2024–2025
Nostalgia-themed Lenormand deck reinterpreting traditional symbols. Funded at 244% via Kickstarter. Editions: mint tin and tuckbox, with reading cloth and guidebook.

The Quiet Knowing Oracle 2023–2026
48-card intuition deck exploring symbolism, color psychology, and reflection. Includes full guidebook with card meanings and reflection prompts.

Analog Arcana In Progress

Major Arcana tarot deck with retro/analog aesthetic. Deluxe edition includes VHS box, stickers, membership card, and special bookmark.

TEACHING

High School Art Teacher, Charlottesville, VA 2025–Present
Standards-based visual arts instruction. Curriculum design, studio project facilitation, and differentiated support for a diverse student population.

Art Instructor, Shenandoah Valley Art Center — Waynesboro, VA 2025–2026
Youth and adult drawing, painting, and mixed media workshops and multi-week sessions.

Private Studio Instructor, Rainbow Willard Studio — Palmyra, VA 2010–Present
Customized instruction in drawing, painting, color theory, and portfolio development for children and adults.

Summer Camp Instructor — Shoe Design, PVCC — Charlottesville, VA 2013–2014
Creative enrichment workshops in shoe design and typography for youth ages 6–14.

Shoe Design Instructor, Sawtooth School for Visual Art — Winston-Salem, NC 2010

JURYING

NAEA 8th Annual NAHS/NJAHS Juried Exhibition (grades 6–12) *2024*

COMMUNITY & OUTREACH

Volunteer Docent, Shenandoah Valley Art Center — Waynesboro, VA 2025–2026

Certified OMA Facilitator and Volunteer Art Partner, Opening Minds Through Art & Art for the Journey — Midlothian, VA 2023–Present
Certified OMA Facilitator (Scripps Gerontology Center, 2026). Facilitate art sessions for individuals with cognitive and physical impairments.

EDUCATION

B.F.A. in Art Education, Minor in Art History 2025
Virginia Commonwealth University — Richmond, VA
Virginia Postgraduate Professional License, Visual Arts PreK–12 (Active 2025–2035)

M.B.A. / MBA Plus Certificate in Human Resources Management 2011–2012
Gardner-Webb University — Boiling Springs, NC

B.S. in Business Administration 2008
Gardner-Webb University — Boiling Springs, NC

MEMBERSHIPS

Alpha Sigma Lambda Honor Society, Psi Lambda Chapter
Tau Sigma Honor Society, Alpha Pi Chapter
Arts Council of the Valley