

# 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

Mental Health Awareness Month Group Show, Community Counseling Center — Harrisonburg, VA *May 2026*

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, Second Edition** *2023–2026*

48-card intuition deck exploring symbolism, color psychology, and reflection. Second edition funded at 206% via Kickstarter. Includes full guidebook with card meanings and reflection prompts.

**Analog Arcana** *2025–Present*

Tarot deck with retro/analog aesthetic. Major Arcana published; Minor Arcana in progress. Deluxe edition includes VHS box, stickers, membership card, and special bookmark.

**Reading Lenormand** *2026*

Reference zine covering Lenormand card meanings, spreads, and reading techniques. A standalone guide independent of any specific deck.

**Petal & Ink, Vol. 1** *2025*

Botanical coloring book featuring original hand-drawn illustrations. Wire-O bound. First in a planned series.

## STUDIO PRACTICE

### **Intellectual Design LLC** 2010–Present

Founded as a custom handbag and painted footwear studio before pivoting to fine art, illustrated products, and deck publishing. The business has operated continuously across multiple creative disciplines for over 15 years. Rainbow Willard Studio operates under Intellectual Design LLC.

## 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

National Art Education Association

*Full resume available upon request.*