



## HELLO, I AM RACHEL / WELCOME TO MY RESUME

ACC / PSD, AI, ID	BRAND/STYLE GUIDELINES	CLIENT ENGAGEMENT
LOGO DESIGN	PITCH DECKS	MULTI-TASKING
PACKAGE DESIGN	TRADE SHOW BOOTHS	TEAM BUILDING
ILLUSTRATION	BROCHURES & POS SHEETS	PROJECT PLANNING
PAGE LAYOUT	SOCIAL MEDIA GRAPHICS	COMMUNICATION
POWERPOINT	ART DIRECTION	ORGANIZATION
WEB DESIGN ( <i>graphics</i> )	MANAGEMENT	SENSE OF HUMOR

## EXPERIENCE / WORK EXPERIENCE

### 2016-2018 | BRAND BUDDHA | POSITION : ART DIRECTOR, CA

Lead Designer and Art Director at Brand Buddha Advertising Agency. Clients included Amneal Pharmaceuticals, Cure One, Cure Duchenne, Freedom Innovations, Cell Technology, Gopher Medical, Catalina Conservancy, Mammoth Lakes Recreation, Manuka Sport, Gopher Medical, Island Bamboo and Clear Gage. **TASKS INCLUDED:** Logos, branding, package design, website design, pitch decks and trade show booth design, illustration, building and organizing brand/style guides. Advanced Adobe Photoshop, InDesign and Illustrator skills.

### 2015-2016 | POSITION : FREELANCE GRAPHIC DESIGNER, CA

My clients include American Vegetable Oil, Crystal Veg, Native Harvest, Terra Food Source and Third Wave. **TASKS INCLUDED:** Logo and package design for organic edible oils.

### 2012-2014 | POSITION : FREELANCE GRAPHIC DESIGNER, OR

The bulk of my design work during this time period included, package design, POS sheets, trade show materials, business cards and website edits. I also created download-able knitting pattern PDFs. Clients included AVO, Bridgewell Resources, Knit Purl Retail Store, Charlton Engel Marketing, Bed Mart and independent clients.

### 2010-2011 | KOBALT DESIGN GROUP | POSITION : GRAPHIC DESIGNER, OR

My time with Kobalt advanced my skills in page layout using InDesign. I now have a very developed understanding of Adobe programs and am highly proficient with documents that require many detailed layers. On occasion I had the privilege of taking on projects for special clients such as Macy's and Nike.

### 2003-2009 | CB&S ADVERTISING | POSITION : ART DIRECTOR, OR

Moving from Lead Graphic Designer to Art Director, I built a solid and confident background in branding and advertising. CB&S is a full service, in-house advertising agency owned by Kroger Co. (Ralphs, Fred Meyer, QFC, King Soopers) **TASKS INCLUDED:** Logos, package design, gift cards, web and magazine ads, in-store sign-age, story boards, television spots from conception to finished product, art directing photo shoots and television spots.