

# RACHEL FRANKEL

Designer | Illustrator | Observer

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## PORTFOLIO

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## CONTACT

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## EXPERIENCE

### CreativeLive

May 2015 - Present

#### Lead Designer

Develop and define the company's brand identity and expression across all touch points. Collaborate cross-departmentally to create custom visual content ranging wildly in style and application, from individual course graphics, illustrations and infographics to site-wide marketing campaigns, email streams and art direction on branded photoshoots. Have conceptualized, designed and rolled out assets for over 250 marketing campaigns and over 200 unique emails. Developed the current email marketing style guide and developed illustration aesthetic used in promotional trailers to market courses.

### Freelance

June 2014 - Present

#### Art Director/Designer/Illustrator

Freelance illustration, art direction and graphic design for a range of corporate, nonprofit, and individual clients. Selected clients include 826 National, The Bay Bridged, SpaceNK, MarninSaylor, Render Quarterly, and Different Fur Studios.

### Cost Plus World Market

January 2015 - April 2015

#### Production Designer

Worked closely with art director to provide compelling design concepts for original store graphics and seasonal shops. Designed and co-engineered large-scale signage displays. Ensured all graphics were consistent with CPWM brand style guidelines and assisted the production department in proofing and uploading design files via FTP clients.

### Paper Culture

September 2014 - December 2014

#### Seasonal Production Artist

Reviewed and edited customer orders to ensure adherence to Paper Culture's high standard of environmentally-friendly print production. Retouched and color-corrected photos and modified existing stationery templates to match custom requests. Developed, edited, and reviewed final designs and layouts of customer photos and stationery materials according to pre-press standards.

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## EDUCATION

### San Francisco State University

2006 - 2010

#### Bachelor of Arts

Studio Art; Emphasis in Painting & Drawing  
Minor in English & American Literature

### Bay Area Video Coalition

2014

#### Certificate in Graphic & Web Design

Six-month intensive certificate program in Adobe Creative Suite and HTML/CSS.

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REFERENCES AND WORK SAMPLES PROVIDED BY REQUEST