

RACHEL FRANKEL

GRAPHIC DESIGNER + ILLUSTRATOR

SUMMARY

Passionate, results-driven designer and illustrator driving impactful results for brands through both analog and digitally-based visuals. Possesses 5 years of in-house and freelance experience and a multidisciplinary practice, brings a thoughtful perspective, versatile styles of working, and a collaborative, exploratory mindset.

PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC DESIGNER

CREATIVELIVE, SAN FRANCISCO, CA | 2015 - PRESENT

- Develop, define and evolve the company's brand identity and expression across all touch points through research and exploration
- Execute design projects across a variety of media, including print, web, video, email, direct mail, environmental signage and brand expression
- Present concepts to stakeholders across the company, ranging from entry to mid-level employees to C-level executives
- Project manage incoming requests from all business verticals
- Shape workflow processes and drive efficient practices within creative team, including brainstorming sessions and independent exercises
- Provide copy direction in regards to brand messaging, voice and tone
- Art direct select photo shoots for top tier brand campaigns, instructor profiles, and miscellaneous creative assets

DESIGNER/ILLUSTRATOR

VARIOUS/FREELANCE, SAN FRANCISCO, CA | 2013 - PRESENT

Provide design, art direction and illustration for various clients with an emphasis on small businesses, individual professionals and pro-bono work for nonprofits. Focus on brand identity development, illustration, print collateral, and bespoke lettering/typography.

VISUAL GRAPHIC DESIGNER (CONTRACTOR)

COST PLUS WORLD MARKET, SAN FRANCISCO, CA | 2014-2015

- Assisted art director in the development of compelling design concepts for original store graphics, seasonal shops, and evergreen signage
- Designed and co-engineers large-scale displays; assisted project coordinator in adjusting measurements and dielines accurately
- Proofed, packaged and uploaded design files via FTP clients
- Ensured assets were consistent with company brand guidelines

COORDINATES

Lafayette, CA 94549
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e. shespeakseasy@gmail.com
www.rachelevelfrankel.com

EDUCATION

CERTIFICATE PROGRAM IN GRAPHIC & WEB DESIGN

Bay Area Video Coalition

BA, PAINTING & DRAWING MAJOR | ENGLISH & AMERICAN LITERATURE MINOR

San Francisco State University

AA, ILLUSTRATION

California State University, Northridge

SOFTWARE SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Adobe Acrobat
Keynote
Adobe Bridge
Beginner HTML/CSS
Sketch

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PROFESSIONAL EXPERIENCE (continued)

SEASONAL PRODUCTION ARTIST

PAPER CULTURE, MILLBRAE, CA | 2014

- Reviewed and edited customer orders to adhere to company's environmentally-friendly print production standards
- Edited, retouched and color-corrected photos Modified existing stationery templates to match custom requests
- Developed, edited and reviewed final designs and layouts of customer photos and stationery materials

STUDIO ASSISTANT/ART BUYER

JOHN MCNEIL STUDIO, BERKELEY, CA | 2013 - 2014

- Supervised all stock art purchasing; ensured that imagery usage adhered to licensing permissions
- Managed advertising award show submissions and sought opportunities for studio exposure within local design community
- Supervised junior interns; managed and delegated workflow
- Arranged calendaring, travel and engagements for creative directors
- Coordinated and planned monthly studio all-staff meetings and events

REFERENCES

LARA MCCORMICK

CREATIVE DIRECTOR, EXPLORATORIUM

e: laramc@gmail.com

t. 510.932.4023

LIZA RUZER

CREATIVE PRODUCER, MOZILLA

e: yruser@gmail.com

t. 510.289.9821

MATT HEMMERICH

VIDEO EDITOR & MOTION GRAPHICS ARTIST, COMMON SENSE MEDIA

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ADDITIONAL SKILLS

Analog Illustration
Hand Lettering
Vector Illustration
Iconography
Typography
Sketching/Drawing
Print Production
Art Direction
Project Management
Information Design
Copywriting/Editing
Public Speaking/Presentations
Web Design/Wireframing
Photography
Styling

VOLUNTEER EXPERIENCE

YOUNG STORYTELLERS

Mentor

VISIBLE

Contributing Designer