

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 | 2017 - PRESENT GRAPHIC DESIGNER | 2015 - 2017

CREATIVELIVE, SAN FRANCISCO, CA

- 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 work 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 | 2013 - PRESENT

VARIOUS/FREELANCE, SAN FRANCISCO, CA

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. Clients include Chronicle Books, Shinola, Tiny Oak Media, among several others.

COORDINATES

Lafayette, CA 94549
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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)

VISUAL GRAPHIC DESIGNER | 2014 - 2015

COST PLUS WORLD MARKET, OAKLAND, CA

- 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

SEASONAL PRODUCTION ARTIST | 2014

PAPER CULTURE, MILLBRAE, CA

- 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

REFERENCES

LARA MCCORMICK

CREATIVE DIRECTOR, EXPLORATORIUM

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LIZA RUZER

CREATIVE PRODUCER, MOZILLA

e: yruser@gmail.com

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MATT HEMMERICH

VIDEO EDITOR & MOTION DESIGNER, 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