

RACHEL FRANKEL

GRAPHIC DESIGNER + ILLUSTRATOR

SUMMARY

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

PROFESSIONAL EXPERIENCE

DESIGNER/ILLUSTRATOR | 2013 - PRESENT

VARIOUS/FREELANCE, PORTLAND, OR

I currently provide design, art direction and illustration for various clients. My focus is on branding, illustration, print and digital collateral, and bespoke lettering and typography. Clients include Mozilla, The Brigade, Creativelive, Chronicle Books, Shinola, Tiny Oak Media, and many more.

SENIOR GRAPHIC DESIGNER | 2017 - 2018 **GRAPHIC DESIGNER | 2015 - 2017**

CREATIVELIVE, SAN FRANCISCO, CA

- Developed, defined and evolved the company's brand identity and expression across all touch points through research and exploration
- Executed design projects across a variety of media, including print, web, video, email, direct mail, environmental signage and more
- Presented work to stakeholders across the company, ranging from entry and mid-level employees to C-level executives
- Managed incoming project requests from all business verticals
- Shaped workflow processes and drove efficient practices within creative team, including brainstorming sessions and independent exercises
- Provided copy direction in regards to brand messaging, voice and tone
- Art directed select photo shoots for top-tier brand campaigns, instructor profiles, and miscellaneous creative assets

CONTACT

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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
Procreate
Adobe Lightroom
Adobe Acrobat
Keynote
Adobe Bridge
Beginner HTML/CSS
Sketch
Asana

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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-engineered 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

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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