



RACHEL K JEFFERSON • graphic designer
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www.rayodayodesign.com

BACKGROUND

In These Times magazine, Chicago, IL
Art Director, May 2005—Present
Design and layout of publication from concept to production for print and web, 2006 redesign, facilitate pre-press and communication with printers, publishing collateral and branding, intern supervisor

Arc Worldwide, an affiliate of Leo Burnett, Chicago, IL
Freelance Senior Art Director, July 2005—Present (ongoing)
Art direction on a variety of media that include packaging, point-of-purchase, marketing programs, branding and advertising for Procter & Gamble, McDonald's, Coca-Cola, Research In Motion and CIBA Vision accounts

The Harvard Arab Alumni Association, Cambridge, MA
Freelance Graphic Design, August—December 2008
2008 Membership Directory, 2008 Member Newsletter

The Media Consortium, San Francisco, CA
Freelance Graphic Design, March—September 2008
Live From Main Street branding, promotional print collateral

Environmental Protection Agency, Washington D.C.
Freelance Graphic Design, December 2007—April 2008
2008 Climate Protection Awards invitation design, 2007 Nobel Peace Prize commemorative poster design

Build the Echo, buildtheecho.net
Freelance Graphic Design, December 2007—February 2008
Logo and branding development

Kartemquin Films, Chicago IL
Freelance Graphic Design, November 2007—February 2008
An All American City proposal and initial branding design

Second City, Chicago, IL
Freelance Art Director, March—May 2005
Art Direction, design, production for Second City Chicago, Los Angeles, Detroit, Las Vegas, 2005 Matinee Campaign

Robinson & Maites Marketing, Chicago, IL
Art Director Intern, October 2004—March 2005
Assisted with art direction, design and presentation for DHL, Verizon, and other clientele

National Association for Multicultural Education, Bethesda, MD
Freelance Graphic Design, September—October 2004
2004 NAME National Conference program design

Columbia College Chicago, Chicago, IL
Freelance Art Director, March 2004—June 2004
Manifest Urban Arts Festival 2004 print campaign

United States Peace Corps, Chicago, IL
Public Affairs Assistant, September 2003—March 2004
Print design for regional recruitment events and promotions

The Ann Arbor Art Center, Ann Arbor, MI
Creative Coordinator, June—September 2001
Art direction, design, exhibit signage, 2002 Art for Kids brochure design

EDUCATION

Columbia College Chicago, Chicago, IL
May 2004 BFA—Art + Design: Graphic Design with honors

Michigan State University, East Lansing, MI
2001—April 2002, 3.74 GPA

Washtenaw Community College, Ann Arbor, MI
August 2001 Associate in Graphic Design Technology with honors

SKILLS

Creative, innovative, perceptive, motivated and self-directed, effective communication skills, strong leadership capabilities, well organized, good listener, team player, deadline-driven thinker

Proficient in Macintosh and PC platforms

SOFTWARE

Adobe Creative Suite 3: InDesign, Photoshop, ImageReady, Illustrator, Acrobat, Dreamweaver, QuarkXPress, HTML, CSS, Microsoft Office

AFFILIATIONS + ACCOMPLISHMENTS

EPIC: Engaging Philanthropy, Inspiring Creatives, Fall 2009
Creative Rally Team, Senior Designer, 2 BigHearts Foundation
2009 AIGA Event chair, 2008 AIGA Clear Space Event planning
Selected as a 2007, 2008, 2009 AIGA Chicago Snap Shot featured designer
Yogaview 200 Hour Yoga Teacher Training Intensive Certification, 2009
2008 Best Buddies Outstanding Citizen Volunteer of the Year
American Institute of Graphic Arts (AIGA) Member
Society of Typographic Arts Member
Executive Board of Directors, Midwest Brain Injury Clubhouse, 2005—Present
Creativity with a Conscience: The Alexandroff Exhibit Honorable Mention, 2004
Columbia College Chicago 2003 Academic Excellence Scholarship Recipient
Deans List 1999—2004: Columbia College Chicago, Michigan State University, Washtenaw Community College
National Society of Collegiate Scholars Member
Board of Directors, Ozone House, 2000—2002
Phi Theta Kappa, International Honor Society of the Two-Year College Member

VOLUNTEER WORK

Project Philanthropy, AIGA, Best Buddies, Chicago HistoryMakers, Windy City Animal Foundation, Sit, Stay, Read!, Furry Friends Foundation, On the Ground, Ozone House certified phone crisis intervention counselor, Residence Hall Association Board, The Ann Arbor Shelter Association, HOST mentor program, Headstart, Oats Literary Magazine, Ann Arbor Art Center, Highpoint School, Salvation Army, M.A. Center of Michigan, Safehouse, Mott Hospital

PORTFOLIO + REFERENCES

Available upon request or visit rayodayodesign.com for sample work.