rw rachel wolfman

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WORK EXPERIENCE

December 2013 - June 2017 Core Creative, Milwaukee, WI
Senior Graphic Designer May 2016 - June 2017
Graphic Designer December 2013 - May 2016
Responsibilities included concept, design and production for packaging, web, social media graphics, identity and branding, digital and print advertising, catalogs, direct mail, visual brand standards, trade shows, annual reports, and sales sheets for a variety of clients. Project management included occasional direct client contact, via phone, email or in-person, for everything from general every day communication, to receiving client feedback and high-level concept presentations and business pitches. Project highlights: 25+ packages created for Andis styling products; 100+ packages created for Empire rebrand; 180+ catalog pages created for Harley Davidson.

October 2010 - October 2013 Fiskars Brands, Inc., Madison, WI
Graphic Designer
Responsibilities included packaging design and mock-ups, product design, web design, identity/brand design, digital and print advertising, in-store signage, catalog layout and production, product photography, trade show booth design and creative direction for photo shoots.

August 2010 - October 2010 Fiskars Brands, Inc., Madison, WI
Freelance Graphic Designer
Responsibilities included finalizing files for production, packaging mock-ups, packaging design, product design, web design, and print design.

August 2010 - October 2010 Brava Magazine, Madison, WI
Graphic Design Intern
Responsibilities included designing client specific advertisements, organizing internal archives and assisting with in-house photo shoots.

May 2009 - May 2010 Wisconsin Union Graphics, Madison, WI
Graphic Design Intern
Student Worker of the Month for May 2010
Responsibilities included designing electronic art for web and print materials such as banners, flyers, brochures, and signs, as well as creating original illustrations and preparing files for production.

EDUCATION

September 2006 - May 2010 University of Wisconsin, Madison
Graphic Design and Anthropology Major
Graduated with honors, 3.8 GPA
Deans list Fall 2006 - Spring 2010

TECHNICAL SKILLS

Working knowledge of Microsoft Office Suite and Apple Keynote
Proficiency in Adobe InDesign, Illustrator, Bridge, Photoshop
and Adobe Acrobat Pro
Experience on both Mac and PC
Course work in the fine arts

PORTFOLIO **www.rachelwolfman.com**