

RACHEL NEWELL

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EDUCATION

University of Florida | B.F.A. in Graphic Design 2008

Through a competitive process, I was one of 20 designers hand-picked from a large pool of applicants to enter UF's conceptually driven graphic design program. This program includes participation in a studio environment which creates a close community of designers, promoting inspiration, collaboration, and communication.

UF in Tokyo | Study Abroad 2008

This six-week program is an exercise in observation and perception. The fusion of Eastern and Western traditions are examined through experimental writing and collage

Lois Cowles Harrison Center for the Visual and Performing Arts | Theater Major 2000-2004

The rigorous curriculum at this public school of choice provides in-depth costume, set, and light design courses that encourage an understanding for the entire process of a theatrical production.

EXTRA TIDBITS

Compatible with Mac or PC

Excellent Production and Pre-Press Skills

Proficient in Photoshop, InDesign, and Illustrator

Confident with Flash, Dreamweaver, Fireworks

Made in Japan Art Exhibition | Tokyo's Design Festa 2008

Voted Class 'Rock Star' | UF Graphic Design Class 2007

Featured in **Muse Magazine** 2008

Will pretty much travel anywhere

EXPERIENCE

The L Magazine | Art Director 2009-present

The L Magazine broke away from its humble start as a City Events Guide and developed into Brooklyn's local event and culture resource. To enable that transition, I lead a complete print re-design. I directed photo and video shoots and editorial layouts from conception to execution, while nurturing and developing a strong art/design team.

Publix Corporate | Creative Services Intern 2009

This position allowed me to interact with a variety of specialized creative professionals (i.e. copywriters, photographers, packaging and environmental designers). Designed promotional materials for store grand openings, and contributed illustrations for "Holiday Lights" packaging.

Ligature 17 | Production Manager + Video Editor 2008

Ligature 17 was a design symposium that featured talks and workshops with highly recognized guest designers James Victore, Mike Perry, and Christian Helms. As production manager, I worked closely with the art directors to ensure a consistent visual theme and organized an efficient installation of all event graphics.

voxGRAPHIS | President 2007-2008

voxGraphis is a University of Florida student organization driven by the motivation and energy of its students. As president, I encouraged a collaborative environment in which all members contributed to the organization and implementation of weekly meetings, guest speaker lectures, and fund-raiser events.

MINT Studio | Designer + Video Editor 2007

Mint is student-run graphic design studio. Students are chosen through portfolio review to work in a collaborative atmosphere to develop branding solutions for real-world clients. The studio is responsible for conceptual strategies, design implementation, client interactions, and production. The projects included identity, print collateral, packaging, and web development.

Career Resource Center | Designer 2005-2006

The Career Resource Center provides career development and employment opportunities for University of Florida students and alumni. As the principal print designer, I worked with CRC public relations department to develop various campaigns that encouraged students to use the Center's resources. Projects included designing multi-level publications, posters, fliers, banner and newspaper ads, and press packets.

Digitech Graphics Group | Designer 2004-2007

Digitech is a large-format printing company that specializes in vehicle graphics and environmental designs (i.e. outdoor signage, event graphics, museum installations). As a junior designer, I created identities and print collateral for numerous clients, as well as design vehicle wraps, billboards, and trade show displays.