

RACHEL LANDERS

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4500 Ramsey, Austin, Texas 78756

EDUCATION:

Master of Arts—University of Texas, Austin, TX
Art Direction, Advertising

Bachelor of Arts—Illinois College, Jacksonville, IL
Business & Spanish, minor in Studio Art

EXPERIENCE:

- 08.08–current Office of the Attorney General, Austin, TX
Graphic Designer
- Create a multitude of print and web collateral promoting the Texas Attorney General's programs
 - Maintain client relations throughout the design process
 - Continually able to complete heavy workloads in a tight time line
 - Manage multiple, concurrent projects in different stages
 - Work with printing companies throughout printing process
- 06.05–current La Raquelita, Freelance, Austin, TX
Graphic Designer/Art Director
- Conceptualize strategic ideas for advertising campaigns
 - Design print and web collateral such as brochures, print ads, direct-mail pieces, HTML campaigns, and websites
 - Work with clients to help realize their goals and design their materials to achieve those goals
 - Develop logos, business cards, and corporate identity for client's needs and specifications
 - Work with a wide-range of clients with various budgets
- 06.06–05.08 Gryphon Publishing Services, Inc., Georgetown, TX
Senior Graphic Designer
- Promotion from graphic designer to senior graphic designer
 - Train and direct designers on layout of books and publications
 - Manage multiple projects in different stages and various medias (websites, books, identity, and print)
 - Create artwork to meet the client's exact specifications
 - Design books in English and Spanish with up to 3,000 pages, for international publishers with extremely tight deadlines
 - Produce and implement the annual marketing plan
 - Design the marketing materials and style standards
 - Develop the company's websites and online marketing
- 10.05–06.06 The Collier Consulting Group, Dripping Springs, TX
Graphic Designer
- Design the *Continuing Education Manual for Professional Plumbers and HVAC Professionals*
 - Create and manage all ads for national trade publications
 - Design the corporate identity and annual marketing plan
 - Create artwork for both the consulting and software divisions
 - Develop HTML e-mail campaigns for over 6,000 software clients

COMPUTER SKILLS:

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Lightroom
Adobe Dreamweaver
Adobe Flash
Wordpress
Blogger
HTML/CSS
Microsoft Office

CREATIVE EXPERIENCE:

Graphic Design
Print & Web Design
Illustration
Typography
Book & Magazine Design
Marketing Materials
Corporate Identity
Logo Design
Annual Reports
Press Conference Backdrops
Cookbook Pages

QUALIFICATIONS:

Highly Creative
Team Player
Client Relations
Motivated & Self-Starter
Strong Troubleshooting Skills
Organized & Detail-Oriented
Address Problems Quickly
Strong Oral & Written Skills

MEMBERSHIPS/AFFILIATIONS:

American Institute of
Graphic Artists (AIGA)
Austin Museum of Art
Blanton Museum of Art
Texas Freedom Network
(design consultant)
Austin Center for Photography