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# RACHEL PECK

## EDUCATION

08.2014-05.2017

### BACHELOR OF SCIENCE DIGITAL MEDIA ARTS, GRAPHIC DESIGN

- Canisius College** | Buffalo, NY
- Graduated Summa Cum Laude
  - Concentrations: Graphic Design & Web Design
  - Minor: Studio Arts
  - Major GPA: 3.97/4.0
  - Dean's Honor List each semester, 2014-2017
  - Outstanding Graphic Design Portfolio Award, 2017
  - Academic Achievement Award, 2017
  - Perfect Academic Record Distinction 2016-2017
  - Lambda Pi Eta National Communication Honor Society
  - Activities: Canisius College Video Institute, Quadrangle Literary Magazine, Digital Media Arts Club

FALL 2014-SPRING 2017

### RELEVANT COLLEGE COURSES CANISIUS COLLEGE

- Digital Media Arts, Communication Studies, Studio Arts
- Typography
  - Advertising Design
  - Print Design
  - Digital Illustration
  - Intro to Web Design
  - Advanced Web Design
  - 2D Graphics
  - 3D Graphics
  - Digital Design Concepts
  - Motion Graphics
  - Interaction Design
  - Digital Media Law
  - Digital Media Culture
  - Principles of Advertising
  - Issues in Advertising
  - Digital Photography
  - Color Theory
  - 2D Design Studio
  - 3D Design Studio
  - Drawing
  - Public Media Writing
  - Mass Communication

## EXPERIENCE

05.2018-PRESENT

### FREELANCE GRAPHIC DESIGNER

- ONY Biotech** | Amherst, NY
- Assisted marketing manager in designing across multiple platforms including creation of web graphics, packaging, marketing collateral, brand assets, etc

2013-PRESENT

### FREELANCE DESIGNER

- Rachel Peck Design** | Buffalo, NY
- Independently designed for a wide variety of clients creating logos, menus, advertising, print design, website design & management, branding projects, etc

07.2017-10.2017

### CONTRACT DESIGNER

- Helm Experience & Design** | Buffalo, NY
- Designed for a variety of client projects using skills in many disciplines including graphic design, UI/UX design, product design, website content management, etc

01.2017-05.2017

### DESIGN INTERN

- The Martin Group** | Buffalo, NY
- Interned within the creative department of a leading integrated communications firm, that works with best-in-class organizations ranging from small businesses to global enterprises
  - Observed & assisted with research, concepting, design, client relations, production, etc
  - Created & designed an intern on-boarding kit. Executed the design according to the new agency brand
  - Exposed to various creative aspects including broadcast through radio records, film shoots, photo shoots, etc.

11.2014-05.2017

### GRAPHIC DESIGNER

- Canisius College Video Institute** | Buffalo, NY
- Designed & created assets for video, television & film productions. These included DVD liners, disc labels, screen-splashes, etc
  - Designed & created advertisements & posters for various events & projects put on by the organization
  - Creative direction for new Video Institute website. Designed, coded & developed potential WordPress website to be used as a resource by the Video Institute

2016

### LITERARY MAGAZINE DESIGNER

- Canisius College Quadrangle 2016** | Buffalo, NY
- Co-designed all visual aspects of 100+ page publication

06.2016-08.2016

### GRAPHIC DESIGN INTERN

- The Buffalo News, Creative Services** | Buffalo, NY
- Created advertisements for local clients that ran in the Classifieds, BN bargains, Home Finder, Automotive, etc
  - Created advertising materials for special publications within The Buffalo News, including the Bridal Planner, Buffalo Magazine, etc
  - Required to complete ads in a timely fashion & manage several projects at any given time
  - Communicated with account executives to deliver ads to their clients' satisfaction

12.2014-08.2015

### DIRECTOR OF MARKETING

- Benzinger's Dry Cleaning** | Hamburg, NY
- Coordinated marketing for a multi-store business
  - Solely responsible for creating all graphic design & marketing materials including business cards, advertisements, mailing materials, graphics, coupons, custom email blasts, etc
  - Built & strengthened customer relationships & marketing communications initiatives via graphic design, social media, website management & email marketing
  - Analyzed data to gauge effectiveness of promotions

## ACHIEVEMENTS

2018

### SILVER STUDENT ADDY

- American Advertising Awards** | AAF Buffalo

2017

### SILVER STUDENT ADDY

- American Advertising Awards** | AAF Buffalo

2017

### ACADEMIC ACHIEVEMENT AWARD

- Communication Studies Department** | Canisius College

2017

### OUTSTANDING PORTFOLIO AWARD

- Communication Studies Department** | Canisius College

## SKILLS

PROGRAMS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe XD
- Adobe Dreamweaver
- Adobe Premiere Pro
- Autodesk Maya
- Apple GarageBand

EXPERIENCE WITH

- HTML5
- CSS
- Front End Development
- UX / UI Design
- File Management
- Javascript / jQuery
- Content Management
- WordPress
- Constant Contact

SKILLS & STRENGTHS

- Advertising
- Typography
- Print Design
- Web Design
- Motion Graphics
- Multi-page Layout
- Branding
- Photography
- Digital Media

FURTHER INTERESTS

- Color Theory
- Iconography
- Logo Design
- Marketing
- Social Media
- Studio Arts
- Screen Printing
- Package Design
- Illustration