



RACHEL NICHOLSON

GRAPHIC DESIGNER

*Overzealous thinker.
Insightful perfectionist.
Eager, but ego-less empath.*

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ROCHESTER INSTITUTE OF TECHNOLOGY

*BFA in Graphic Design
Psychology Minor*

Graduated May 2015 • GPA 3.97

GOLD ADDY FOR POSITIVE NEGATIVE MAGAZINE

May 2015

BEAUMONT HIGH SCHOOL

2016 • 2017 Assistant Softball Coach

RIT HAND LETTERING CLUB

2012 • 2015 Member

2016 • 2017 Vice President

#SKILLS

#ProjectManagement #Budgeting #Discovery
#Research #StrategicPlanning #Ideation
#BrandPlatformDevelopment #LogoDesign,
#Typography #BrandStandards #Wayfinding
#Location+MessageScheduling #SignageDesign
#SignStandards #EnvironmentalDesign
#InformationDesign #ProductDesign #Marketing
#Copywriting #SocialMediaPlanning #EditorialDesign
#WebDesign #UserInterfaceStrategy #HandLettering
#Calligraphy #Illustration #Painting

#SOFTWARE

#Photoshop #Illustrator #InDesign #After Effects
#MicrosoftOffice #Acrobat #HTML #CSS #WordPress
#Squarespace #SketchUp #Sign Agent Pro
#VariousProjectManagementSoftware #Hootsuite

GUIDE STUDIO

Graphic Designer • 2014 – 2017

Immersive experience in strategy-focused design environment. Involved in all stages of process, from proposal to deliverable. Worked as project manager and team member in collaboration with coworkers, clients, architects, city planners, developers, fabricators, and other vendors. Refined aesthetic and analytical skills through projects in Branding, Wayfinding, Placemaking, Signage, Environmental Graphics, Web and User Interface, and Marketing.

Notable Clients • Cleveland Indians, City of Oberlin, Great Miami Riverway, Kent State University, Heinen's Grocery Store

RIT SPORTSZONE

Graphic Designer + Marketing Assistant • 2012 – 2015

Worked on a team of marketers, photographers, and editors to develop, advertise, and execute graphic and marketing campaigns, both in print and through social media.

POSITIVE NEGATIVE MAGAZINE

Feature Editor + Graphic Designer • 2014

Collaborated with photographers to write articles, direct photoshoots, and design spreads for the student produced magazine. Managed and coordinated the arrangement of spreads and flow of content as Feature Editor.

2015 Gold RAF American Advertising Award in Collateral Design

FREELANCE

The Hearth Theater • *New York City*
Resurgence Brewing Company • *Buffalo*
The Inspired Treehouse • *Cleveland*
Notre Dames • *South Bend*
Wedding Invitation Design • *Cleveland*