

- WORK EXPERIENCE**
- August 2017 - Present** Creative Memories, Minneapolis, MN  
**Marketing Design Manager** October 2018 - Present  
**Graphic Designer** August 2017 - October 2018  
Responsibilities include concept, design and production for website and social media graphics, digital and print advertising, catalogs, other print and digital marketing materials and the creation and execution of visual brand standards. Additionally, I handle all photoshoot planning, organization and art direction, as well as photo editing for 30+ shoots/year, training, review and management of other designers and daily project management for the marketing design team.
- 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, identity and branding, digital and print advertising, sales sheets, catalogs, direct mail, visual brand standards, trade shows and annual reports for a variety of clients. Project scope included direct client contact for general everyday communication, receiving feedback, 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.
- August 2010 - October 2013** Fiskars Brands, Inc., Madison, WI  
**Graphic Designer** October 2010 - October 2013  
**Freelance Graphic Designer** August 2010 - October 2010  
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** Brava Magazine, Madison, WI  
**Graphic Design Intern**
- May 2009 - May 2010** Wisconsin Union Graphics, Madison, WI  
**Graphic Design Intern**
- 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**
- Proficiency in Adobe InDesign, Illustrator, Bridge, Photoshop, Acrobat Pro and Microsoft Office Suite  
Experience working with Dropbox, Google Drive, Canva and Figma  
Course work in the fine arts and professional experience in all things paper-crafting
- PORTFOLIO** [www.rachelwolfman.com](http://www.rachelwolfman.com)