

RACHEL BARTH

VISUAL JOURNALIST | INNOVATIVE STORYTELLER

PORTFOLIO

rachelbarth.carbonmade.com

SKILLS

UX Basic Training Certification
from the Nielsen Norman Group.

Expert in InDesign, Photoshop,
Illustrator, WordPress, MailChimp,
Premiere Pro, Acrobat,
Quark XPress, Excel and Word.
Proficient in After Effects.

Background in reporting, editing,
blogging, photo editing, art
direction and strategic branding.

AWARDS

Winner of the 2014 Gold Medal
for redesign of Federal Times from
the American Society of Business
Publication Editors.

EDUCATION

M.S. in Journalism

Medill School of Journalism,
Northwestern University
Evanston, Ill.

B.A. in Writing Seminars

Johns Hopkins University,
Baltimore, Md.

CONTACT

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Alexandria, Va.

EXPERIENCE

**Visual Editor & Director of Design,
American Road and Transportation Association |**
Washington, D.C.

May 2016 to present

Conceptualize and design visual materials for national association,
which include a bi-monthly magazine, weekly digital newsletter,
website, marketing materials for nearly a dozen annual events and
daily email and social media promotions.

Achievements include a redesign of the magazine for both content
and look, implementing new design standards for website and
electronic communications, and establishing brand continuity
between all products.

Product Designer, Sightline Media Group |
Springfield, Va.

March 2007 to April 2016

Plan and design editorial illustrations, pages and infographics for six
newspapers, two magazines and seven websites, in addition to
creating visuals for digital products, ads, marketing materials
and events.

Achievements include an award-winning redesign; creating and
implementing new data-driven content; filming and editing a weekly
online news program; designing invitations, programs and signage for
our most prestigious annual company event; creating illustrations and
motion graphics for our first motion graphic franchise; and partnering
with a developer to re-imagine our military awards database to be an
informative and visually appealing website.

Assistant managing editor, The Examiner Newspapers |
Washington, D.C.

June 2002 to March 2007

Managed the production desk of the daily Washington and Baltimore
newspapers. Also served as fashion editor of daily section.

Freelance reporter and editor |

Clients included the Daily Herald (Chicago), The Community College
Times and The Washington Examiner
2001-2013

Intern, Independent on Sunday
London, England

September to December 2001

Reporter and researcher for the home news department.

Reporter, Connection Publishing |
McLean, Va.

August 1998 to December 2000

Community reporter for the Potomac Almanac. Beat included county
and school boards. Features writer for all the Connection newspapers.