

RACHEL GORDON

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Portfolio – <https://rachelgordon-gh.github.io/portfolio/>

LinkedIn – www.linkedin.com/in/rachel-gordonn

EDUCATION

James Madison University (JMU)

Bachelor of Arts in Media Arts and Design, Interactive Design Concentration
& Creative Writing Minor

Cumulative GPA: 3.8 | Magna Cum Laude

JMU Semester Abroad in Florence, Italy

Harrisonburg, VA

Sept 2020 – May 2024

Jan 2022 – April 2022

WORK EXPERIENCE

Graphic Design Intern

Aramark

Harrisonburg, VA

Aug 2023 – May 2024

- Developed and designed compelling print and digital materials to promote JMU's dining services
- Thought creatively to produce new ideas and concepts that align with JMU's image

Student Ambassador

CommonWealth One Federal Credit Union

Harrisonburg, VA

Oct 2023 – May 2024

- Promoted CommonWealth One on JMU's campus to increase engagement and marketing efforts within the Harrisonburg community

Banquet Server

Hotel Madison & Shenandoah Valley Conference Center

Harrisonburg, VA

Sept 2022 – Nov 2023

- Prepared event spaces and serve food and beverages to ensure customer satisfaction

Magazine Intern

Alexandria Living Magazine

Alexandria, VA

June 2022 – Aug 2022

- Researched, wrote and edited 4 articles highlighting events and residents in Alexandria
- Created content for printed editions, the website, and social media to promote the magazine
- Discovered and secured advertisers to support the magazine

Lead Camp Counselor

Burgundy Farm Summer Day Camp

Alexandria, VA

June 2018 – Aug 2021

- Developed lesson plans and taught photography to two classes of children ages 6-11

ACTIVITIES

Capstone Project

Winner of 2024 Madison County Government Capstone

JMU

March 2024 - May 2024

- Collaborated with a team of 10 Media Arts and Design and Computer Information Systems students
- Conducted UX research, designed a web system, and shared the work at 5 presentations
- Worked closely with the client to ensure satisfaction with the system

Alpha Phi Omega

Service Fraternity

JMU

Sept 2021 – May 2024

- Serve the Harrisonburg community by volunteering in various areas such as food pantries, farming, elderly care, disability services & support, animal shelters, and trash pick-up

Op Ed Writer

The Breeze

JMU

Sept 2020 – May 2021

- Wrote and edited 9 articles for the opinion section of JMU's newspaper
- Pitched ideas during weekly meetings, researched, conducted interviews, and gathered data for stories

SKILLS

Hard Skills UX Research, User Research, Visual Design, Prototyping, Wireframing, Adobe Suite, Writing, Branding & Identity

Soft Skills Communication, Creative Problem Solving, Organization, Collaboration, Willingness to Learn