

## Rachel Needle

I am a graphic designer who builds identity and design systems for print and digital platforms. I advocate for refined typography, modernist aesthetics, and intelligent content.

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### Education

Yale University, Class of 2013  
BA Art (Graphic Design)  
Distinction in the major, GPA 3.6

### Skills

Brainstorming  
Writing, editing  
Pitching, presenting  
Prototyping  
Typesetting, design  
Printer proofing  
Project management

### Tools

Adobe Creative Suite  
Final Cut Pro, After Effects  
HTML & CSS  
Drupal 7  
Microsoft Office  
Keynote

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### Experience

**Office of the Yale University Printer,**  
New Haven, CT

**Carl Purington Rollins Fellow in Design Communications,** Aug 2013–July 2014

Determine and promote University Identity Guidelines, manage exterior signage system, provide consultation and design services to the Yale community. Key projects include Athletics branding, Library email marketing, and Human Resources Engagement Campaign projects.

**Potion Design & PERCH,** New York, NY  
**Designer,** Summers 2012, 2013

Designed five PERCH displays, including the first, for Kiehl's Since 1851. PERCH tables transform retail displays into interactive shopping experiences.

**Yale Daily News,** New Haven, CT  
**Design Editor,** Jan 2010–Oct 2011

Designed daily newspaper, WEEKEND magazine, WEEKEND website, and Cross Campus blog. Increased design staff from three to seventeen, created and implemented training program. Developed visual storytelling initiative for reporters and designers.

**PAPER Magazine,** New York, NY  
**Art Intern,** Summer 2011

Assisted in layout and proofing of monthly magazine.

**The American Academy in Rome,**  
New York, NY  
**Intern,** Summer 2010

Catalogued photo archive, established press book model and social media presence, which increased efficiency of the Public Affairs Office.

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### Recognition

Creative and Performing Arts Awards,  
\$2000 prize, Yale University, 2012 and '13

Lohmann Prize for Excellence in Design,  
Honorable Mention, Yale University, 2012

Best All-Around Student Daily Newspaper,  
Second Place, Society of Professional Journalists, 2011