

Rachel Needle

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

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

Production

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

Experience

Office of the Yale University Printer,
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, Designer
Summers 2012, 2013

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

Yale Daily News, 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 their training program. Developed visual storytelling initiative for reporters and designers.

PAPER Magazine, Art Intern
Summer 2011

Assisted in layout and proofing of monthly magazine.

The American Academy in Rome, Intern
Summer 2010

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

Awards

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