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# RACHEL PECK

## EDUCATION

08.2014-05.2017

### BACHELOR OF SCIENCE DIGITAL MEDIA ARTS, GRAPHIC DESIGN

**Canisius College** | Buffalo, NY

- Graduated Summa Cum Laude
- Concentrations: Graphic Design & Web Design
- Minor: Studio Arts
- Major GPA: 3.97/4.0
- Dean's Honor List each semester, 2014-2017
- Outstanding Graphic Design Portfolio Award, 2017
- Academic Achievement Award, 2017
- Perfect Academic Record Distinction 2016-2017
- Lambda Pi Eta National Communication Honor Society
- Activities: Canisius College Video Institute, Quadrangle Literary Magazine, Digital Media Arts Club

FALL 2014-SPRING 2017

### RELEVANT COLLEGE COURSES CANISIUS COLLEGE

Digital Media Arts, Communication Studies, Studio Arts

- Typography
- Advertising Design
- Print Design
- Digital Illustration
- Intro to Web Design
- Advanced Web Design
- 2D Graphics
- 3D Graphics
- Digital Design Concepts
- Motion Graphics
- Interaction Design
- Digital Media Law
- Digital Media Culture
- Principles of Advertising
- Issues in Advertising
- Digital Photography
- Color Theory
- 2D Design Studio
- 3D Design Studio
- Drawing
- Public Media Writing
- Mass Communication

## EXPERIENCE

01.2017-05.2017

### DESIGN INTERN

**The Martin Group** | Buffalo, NY

- Interned within the creative department of a leading integrated communications firm, that works with best-in-class organizations ranging from small businesses to global enterprises
- Observed & assisted with research, concepting, design, client relations, production, etc
- Created & designed an intern on-boarding kit. Executed the design according to the new agency brand
- Exposed to various creative aspects including broadcast through radio records, film shoots, photo shoots, etc.

11.2014-05.2017

### GRAPHIC DESIGNER

**Canisius College Video Institute** | Buffalo, NY

- Designed & created assets for video, television & film productions. These included DVD liners, disc labels, screen-splashes, etc
- Designed & created advertisements & posters for various events & projects put on by the organization
- Creative direction for new Video Institute website. Designed, coded & developed potential WordPress website to be used as a resource by the Video Institute

06.2016-08.2016

### GRAPHIC DESIGN INTERN

**The Buffalo News, Creative Services** | Buffalo, NY

- Created advertisements for local clients that ran in the Classifieds, BN bargains, Home Finder, Automotive, etc
- Created advertising materials for special publications within The Buffalo News, including the Bridal Planner, Buffalo Magazine, etc
- Required to complete ads in a timely fashion & manage several projects at any given time
- Communicated with account executives to deliver ads to their clients' satisfaction

12.2014-08.2015

### DIRECTOR OF MARKETING

**Benzinger's Dry Cleaning** | Hamburg, NY

- Coordinated marketing for a multi-store business
- Solely responsible for creating all graphic design & marketing materials including business cards, advertisements, mailing materials, graphics, coupons, custom email blasts, etc
- Built & strengthened customer relationships & marketing communications initiatives via graphic design, social media, website management & email marketing
- Analyzed data to gauge effectiveness of promotions

## FREELANCE

2017-PRESENT

### CONTRACT DESIGNER

**Helm Experience & Design** | Buffalo, NY

- Designed for a variety of client projects using skills in many disciplines including graphic design, UI/UX design, product design, website content management, etc

2013-PRESENT

### FREELANCE DESIGNER

**Rachel Peck Design** | Buffalo, NY

- Clients include: Sylvester Peck Media, Hamburg Hospitality Group, Hamburg Drug Free Communities Coalition, Boots or Hearts Salon, etc
- Wide variety of design including logos, menus, advertising, print design, web design, etc

2016

### LITERARY MAGAZINE DESIGN

**Canisius College Quadrangle 2016** | Buffalo, NY

## ACHIEVEMENTS

2017

### SILVER STUDENT ADDY

**American Advertising Awards** | AAF Buffalo

2017

### OUTSTANDING PORTFOLIO AWARD

**Communication Studies Department** | Canisius College

2017

### ACADEMIC ACHIEVEMENT AWARD

**Communication Studies Department** | Canisius College

16-17

### PERFECT ACADEMIC RECORD

**Dean's Special Distinction** | Canisius College

## SKILLS

PROGRAMS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe XD
- Adobe Dreamweaver
- Adobe Premiere Pro
- Autodesk Maya
- Apple GarageBand

EXPERIENCE WITH

- HTML5
- CSS
- Front End Development
- UX / UI Design
- File Management
- Javascript / jQuery
- Content Management
- WordPress
- Constant Contact

SKILLS & STRENGTHS

- Advertising
- Typography
- Print Design
- Web Design
- Motion Graphics
- Multi-page Layout
- Branding
- Photography
- Digital Media

FURTHER INTERESTS

- Color Theory
- Iconography
- Logo Design
- Marketing
- Social Media
- Studio Arts
- Screen Printing
- Package Design
- Illustration