



# GRAPHIC DESIGNER & ART DIRECTOR

**PROFILE: RACHEL EDLER**  
GRAPHIC DESIGNER & ART DIRECTOR



Accomplished graphic designer and art director with over 20 years of creative experience and advanced knowledge of industry standard design software. Highly adept at designing for a diverse range of clients. Comfortable using both Mac and PC platforms.

## CONTACT & PORTFOLIO



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## EDUCATION & FUTURE EDUCATIONAL GOALS



- A.A. DEGREE - Graphic Design**  
Santa Rosa Junior Collge
- CERTIFICATES**  
Santa Rosa Junior College:  
Applied Graphics  
Adobe Applications Specialist  
Adobe Certification Training in InDesign  
Adobe Certification Training in Photoshop  
Adobe Certification Training in Illustrator  
Digital Media: Interactive Multimedia  
Digital Media: General Multimedia  
Graphic Design Production Fundamentals  
Web Site Development: Web Graphic Designer  
HTML Web Content Developer
- A.A DEGREES / In Progress** Completion Date 2018  
**Santa Rosa Junior College:** Digital Multimedia,  
Anthropology, Philosophy, Humanities, Social &  
Behavioral Science, Psychology, Religious Studies, History

## PERSONAL PROJECTS & VOLUNTEER WORK



- INDEPENDENT FILM / 2016 - PRESENT**  
CRIME LORD (2016) - Associate Producer (2 episodes)
- BRIGHTER BRAINS INC / BiZoHa**  
/ 2014 - PRESENT  
Advisor & Clinic Sponsor
- INSTITUTE FOR ETHICS & EMERGING TECHNOLOGIES / 2016 - PRESENT**  
Advisor
- RICHARD DAWKINS FOUNDATION FOR REASON & SCIENCE / 2014 - PRESENT**  
Volunteer Graphic Designer
- TRANSHUMANIST PARTY- POLITICAL PARTY FOR TECHNOLOGY & SCIENCE / 2015 - 2016**  
Media Advisor & Graphic Designer for Zoltan Istvan
- HERP NATION MAGAZINE / 2013 - 2016**  
Art Director

## COMPUTER & TECHNICAL SKILLS SOFTWARE



GRAPHIC DESIGN & VIDEO EDITING	WEB DESIGN & PROGRAMMING	SOCIAL MEDIA & EMAIL MARKETING
Photoshop	Dreamweaver	Facebook
InDesign	Wordpress	Twitter
Illustrator	HTML	Google +
Premiere Pro	CSS	Linked In
After Effects	XML	Mail Chimp
iMovie	Javascript	Vertical Response
Powerpoint		

## WORK EXPERIENCE GRAPHIC DESIGN, ART DIRECTION & PRODUCTION



- RACHEL LYN EDLER DESIGN**  
AUG 2016 - Present  
Graphic Designer: Working with local and national companies to produce amazing modern designs delivered on time and within budget. Expert in vector illustration, sales sheets, catalogs, POS materials, ad campaigns and packaging.
- ROBERT MATHER & GIBBS ADVERTISING & DESIGN**  
/ DEC 2014 - AUG 2016  
Graphic Designer: Created seasonal/flow promotions and ads for big name brands such as Rodney Strong Vineyards, Hahn Family Wines, Ferrari Carano, Delicato Family Vineyards and Jackson Family Wines. Also created product packaging POS displays and digital marketing promotions including 3D mock-ups of specialty items.
- NEILMED PHARMACEUTICALS / MAY 2012 - DEC 2014**  
Graphic Designer & Production Artist: Worked closely with CEO to create new products, packaging and marketing materials including web graphics, large tradeshow displays, store displays, sell sheets, postcards and brochures.
- LEDSON WINERY / AUGUST 2010 - MAY 2012**  
Graphic Designer: Assisting with all aspects of graphic design and marketing. Creating posters, fliers, advertising materials, updating websites with new release information, web advertising, maintaining online store, processing customer orders, email blasts cutting and folding print materials, collaborating with writer on social media development.
- SONOMA PROMOTIONAL SOLUTIONS**  
/ MAR 2010 - AUG 2010  
Graphic Designer & Production Artist: Created vector artwork for promotional items in a fast paced production environment. Designed and developed new products, updated company website, produced print flyers, email ad campaigns and magazine layouts.
- PRODUCT BY DESIGN, INC. / MAY 2003 - OCT 2009**  
Senior Graphic Designer: Designed promotional items for companies such as McDonalds, Burger King, Lucas Arts and MGM Grand. These items included: lapel pins, keychains, coins, medallions and lanyards. Extensive use of Illustrator and Photoshop with emphasis on typography & illustration. Trained and supervised junior designers. Other duties included advertising, packaging and website development.