

Rachel Estel

rachel.ertel@yahoo.com

937.474.6773

rachelertel.com

Education

2011 – 2015

**Ohio University // Athens, Ohio**

Graphic Design BFA // Cum Laude honors

Design Experience

September 2015 – Current

**Sports Endeavors Inc, SOCCER.COM**

Senior Designer

Worked to build SOCCER.COM's brand through both digital media and print platforms. Created layouts for catalogs, and designed assets for their website, social media, and e-mail marketing. All of these tasks were accomplished by working with a team of copywriters, photographers, marketers, and brand affiliates. Also created specific campaigns for the licensed section of the company, of which I was the lead designer.

June 2015 – September 2015

**Antique Power Magazine**

Freelance Graphic Designer, publication designer

Worked with the client to design two book covers that utilized strong typography and graphic elements to compliment the subject matter. Designed the inner spreads of both books, and completed the type-setting. I was also responsible for communicating with the printer.

Fall 2013 – Spring 2015

**Honors Tutorial College, Ohio University**

Graphic Designer, Illustrator

Created illustrations and graphic elements for print and web versions of the publications Inquiry and Ampersand. Incorporated these graphics into spreads and designed the title typography for the accompanying articles. I followed the style guides for each of the publications and used a mix of programs and techniques for the illustrations.

Organizations // Awards

November 2014 – Current

**AIGA // American Institute of Graphic Arts**

Contributing Member of the Raleigh, NC Chapter

Spring 2015

**Deans Undergraduate Creative Research Award // Ohio University**

Awarded grant funds to research and complete my BFA thesis