

RACHAEL C. CATTEL

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WORK HISTORY

CREATIVE CONTENT MANAGER PEARL REALTY DEC 2016-PRESENT

Creates and maintains multiple WordPress websites and landing pages
Designs promotional brochures, fliers and other print-based media
Puts together informational sales decks for marketing different businesses
Designs signage for use as billboards, decals, stands and banners
Creates and redesigns logos for a wide variety of companies
Photographs various locations and retouches photographs
Creates both high-resolution raster and vector-based illustrations
Designs and edits motion graphics and video for promotional use

FREELANCE AND COMMISSION WORK JAN 2008-PRESENT

Creates and sells original illustrations including prints, drawings, and paintings
Designs and produces merchandise such as buttons, enamel pins, and keychains
Designs logos and business cards
Digitally retouches photographs, ensuring top quality

GRAPHIC DESIGNER JAY ST. VIDEO GAMES SEP 2013-AUG 2016

Created in-store branding through the use of signage, posters and business cards
Made a variety of different promotional materials such as fliers, coupons and mail-outs
Created and implemented a store loyalty card, ensuring repeat customers

EDUCATION

SAGE COLLEGE OF ALBANY 2009-2013

BFA in Graphic + Media design with a concentration in Illustration. Minor in Art History
GPA: 3.7; Magna Cum Laude; Achieved Honors

PUBLICATIONS AND SHOWS

ARTWORK DISPLAYED 2017 & 2016

Illustration displayed at the Gallery at the Guild in Kitchener, Ontario

ARTWORK DISPLAYED 2015

Commissioned painting displayed in store in Albany, NY

ALUMNI SHOW 2013

Exhibited art in the Opalka Gallery, in Albany, NY

SAGE BFA SHOW 2013

Exhibited art in the Opalka Gallery, in Albany, NY

SAGE VERNACULAR "43" & "44" 2012 & 2013

Published artwork

SKILLS

WHAT I'M ABOUT

ILLUSTRATION ★★★★★
VECTOR ILLUSTRATION ★★★★★
GRAPHIC DESIGN ★★★★★
WEB DESIGN ★★★★★
PRINT DESIGN ★★★★★
PHOTOGRAPHY ★★★
PHOTO RETOUCHING ★★★
VIDEO EDITING ★★★
ANIMATION ★★★

ADOBE PROGRAMS

PHOTOSHOP ★★★★★
ILLUSTRATOR ★★★★★
PREMIERE ★★★★★
AFTER EFFECTS ★★★★★
LIGHTROOM ★★★★★
BRIDGE ★★★★★
INDESIGN ★★★
XD ★★★

TRADITIONAL MEDIA

MARKERS ★★★★★
GRAPHITE ★★★★★
CHARCOAL & PASTEL ★★★
PRINT MAKING ★★★★★
INK ★★★
PAINT ★★★

MICROSOFT

WORD ★★★★★
POWER POINT ★★★★★
EXEL ★★★

OTHER

COPY WRITING ★★★★★
OSX & WINDOWS ★★★★★
WORDPRESS ★★★★★
HTML & CSS ★★★