

# Rachael C. Cattel

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## WORK HISTORY

### CREATIVE CONTENT MANAGER PEARL REALTY DEC 2016-PRESENT

Designs and maintains WordPress websites  
Creates print-based marketing materials such as fliers & brochures  
Produces informational sales decks for marketing businesses  
Designs signage for use throughout NYC  
Creates and redesigns logos  
Photographs locations and retouches photographs  
Illustrates both high-resolution raster and vector-based images  
Produces motion graphics and edits video for promotional use

### VISUAL ARTIST & OWNER OF PRINCE XAEL MAR 2012-PRESENT

Designs products such as shirts, pins, keychains, bags and hats  
Creates and sets up art-show displays  
Designs packaging for various merchandise  
Photographs products for use on the web and on social media  
Manages social media accounts for business  
Researches products and works with manufacturers to bring these products to life  
Comfortable communicating with far east manufacturing partners  
Product design specifications for manufacturing in China  
Quality control and product management for small consumer goods

### 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

## 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 ★★★★★  
EXCEL ★★★

### OTHER

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