



RACHEL BEYER

RACHELBEYER@GMAIL.COM  
RACHELBEYER.COM 503.810.6873

## **Work Experience:**

November 2010- Present, icanhascheezburger.com

*Freelance Graphic Designer*

- Conceptualize and illustrate graphics for website (such as stock images and patterns).
- Design html email newsletter.

September 2010- Present, My Own Labels

*Blog Manager & Contributor*

- Manage and recruit blog contributors.
- Style and photograph products.
- Edit blog articles and photographs.
- Design and revise blog layout.
- Conceptualize and design DIY wedding decor and crafts.
- Write and photograph step-by-step tutorials.
- Manage Facebook/Twitter Accounts

June 2009- Present, Camp Smartypants

*Owner/Creator*

- Illustrate, design and produce all products.
- Design logo and collateral materials.
- Art direct product photoshoot.
- Design product catalog.
- Design website.
- Design retail show booth.

January 2007- Present, Sigma Solutions Group

*Contract Graphic/Web Designer*

- Website design.
- Template coding.
- Website maintenance and monthly updating.

November 2010- January 2011, Common Crow Cleaning Co.

*Freelance Graphic Designer*

- Conceptualize and design logo and business card.

July 2010- November 2010, Trillium Artisans

*Freelance Graphic Designer*

- Conceptualize and design promotional postcards and poster.
- Conceptualize and design sandwich board.

July 2010- October 2010, Inkd

*Freelance Graphic Designer*

- Create custom logo concepts for a variety of companies world-wide.



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### **Work Experience (continued):**

March 2010- September 2010, My Own Labels

*Freelance Blog Contributor*

- Conceptualize and design DIY wedding decor and crafts.
- Write and illustrate step-by-step tutorials.

March 2010- April 2010, Our Portland Story

*Freelance Graphic Designer*

- Conceptualize and design illustrated page layout.

June 2009- February 2010, Printed Rhetoric

*Freelance Graphic Designer*

- Conceptualize and design logo and stationary.
- Design product catalog.
- Design collateral materials.

December 2009, Shedrain

*Contract Graphic Designer*

- Create sell sheets.
- 3D product rendering in Photoshop.
- Artwork rendering and recoloring.
- Design channel distribution collateral.

January 2008- May 2009, Rosanna Inc.

*Graphic Designer/Product Development*

- Conceptualize and design ceramic collections and gift packaging.
- Create artwork for product designs.
- Design postcard mailers for upcoming trade shows.
- Design promotional visuals for website.
- Art direct product photoshoot.
- Design product catalog.
- Assist in preparation of marketing and sales materials including mock-ups, presentation boards, and presentation portfolios.
- All work completed under the creative direction of company president and product development manager.

January 2008- October 2008, Common Ties

*Contract Creative Director*

- Conceptualize and design lettering and layouts.
- Design promotional materials such as postcards and t-shirts.
- Design and prepare 50 page book proposal.
- Supervise and art direct assistant designer.



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**Education:**

The Art Institute of Seattle  
Bachelor of Fine Arts, September 2007  
Graphic Design

University of Oregon  
September 2002- June 2004  
Area of Study: Italian Language and Fine Art Drawing/ Painting

**Technical Skills:**

Proficient in Adobe CS3- CS4 (Photoshop, Illustrator, InDesign), Acrobat Professional, Acrobat Distiller.  
Familiar with Dreamweaver, ImageReady, XHTML, CSS, Javascript, FTP, Microsoft Office, and Suitcase.

Proficient in both Mac and PC platforms

**Hand Skills:**

Illustration, lettering, drawing, pen & ink, watercolor, collage, crafting, sewing, tie-dye, bookbinding

**Other Work Experience:**

March 2010- January 2011, Wildwood Restaurant, Busser/Hostess  
December 2009- April 2010, Ovations Inc., Server/Catering  
October 2007- February 2008, Mitchelli's Trattoria, Server  
October 2005- September 2007, El Gaucho, Hostess

References available upon request.