

RACHELLE WHITE

PROFILE

Graphic and web designer with a strong background in traditional artistic media and information technology. Enthusiastic problem solver able to multi-task effectively and work well with a team as well as in solo environments. Specializes in information architecture, visual identity and typographic layout for web and print.

EXPERIENCE

FREELANCE WEB AND GRAPHIC DESIGNER 2005 - PRESENT

Designs visually articulate and intuitive solutions for web and print. Creates with an emphasis on usability, web standards compliance, user and client experience and visual identity for small businesses and individuals. Examples of work: rachelestradastudio.com, johnbradymd.com, classiclightphoto.com.

ARTISTIC DIRECTOR, VERITAS 2008-2009

Responsible for a full re-design and rebranding of the publication, the Bridgewater College campus newspaper. Created a new typemark, grid structure and style standards. Assembled textual and visual information into each weekly issue and prepared for print.

LAYOUT EDITOR AND DESIGNER, PHILOMATHEAN 2008-2009

Assembled 2008 issue of Bridgewater College's academic journal according to previously implemented style guides. Assisted in visual and organizational re-design of 2009 Philomathean selected by Philomathean publication committee.

GRAPHIC DESIGNER, BRIDGEWATER COLLEGE THEATRE DEPARTMENT 2007-2009

Created publicity materials for theatre productions such as Macbeth, The Women of Troy and Arms and the Man, including promotional posters and programs.

JUNIOR FELLOWS INTERN, LIBRARY OF CONGRESS CULPEPER, VIRGINIA 2007

Organized and catalogued incoming copyright deposits in the Motion Picture, Broadcast and Recorded Sound Division. Researched and catalogued special collections materials including reel-to-reel tapes, cassette tapes, 35mm film reels, VHS and DVD.

RELATED EMPLOYMENT

WRITING CENTER TUTOR, BRIDGEWATER COLLEGE 2008

SALES ASSOCIATE, THE NATURAL MARKETPLACE WARRENTON, VIRGINIA 2008

SALES ASSOCIATE, CRAFTYHANDS TOYLAND DAYTON, VIRGINIA 2007-2008

SALES ASSOCIATE, G. WHILLIKERS TOYS & BOOKS WARRENTON, VIRGINIA 2005-2009

EDUCATION

BRIDGEWATER COLLEGE, BRIDGEWATER, VIRGINIA

Bachelor of Arts, Art: Graphic Design and Photography; Minor: Theatre
Graduated May 2009 Summa Cum Laude; GPA 3.93

LORD FAIRFAX COMMUNITY COLLEGE, MIDDLETOWN, VIRGINIA

Associates in Arts and Sciences, Liberal Arts: Fine Arts
Graduated May 2006 Summa Cum Laude; GPA 4.0

SKILLS

Highly proficient in HTML/XHTML, CSS, Adobe Photoshop, InDesign, Illustrator and Dreamweaver; also with Microsoft Office Suite and Mac iWork Suite. Experience with Flash, ActionScript, JavaScript, JQuery and PHP.

AWARDS AND HONORS

Virginia Press Association College Newspaper Awards: 2nd and 3rd in Information Graphics,
3rd in Illustrational Photography for Veritas