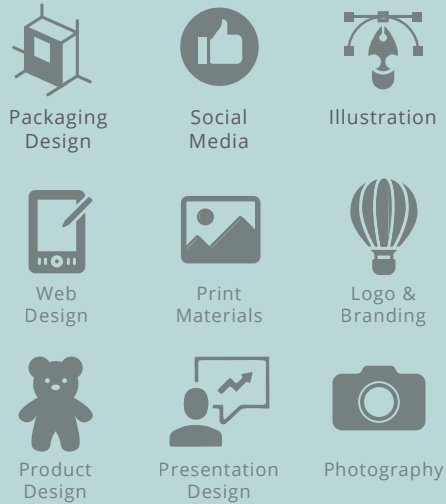




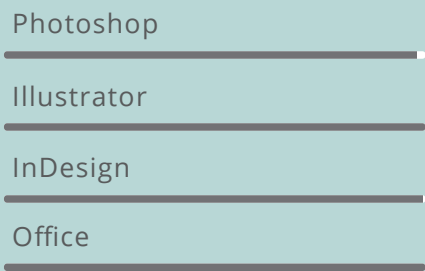
# Rachael Wise

Graphic Design & Illustration

## EXPERTISE



## SOFTWARE



## EDUCATION

**Savannah College of Art & Design**  
Bachelor of Fine Arts - Illustration  
Savannah, GA

## GET IN TOUCH

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# Experience

## Zeiterion Performing Arts Center | Senior Graphic Designer

New Bedford, MA | 2023 - Present

**Management:** Supervised the design team of 3. Duties include project management, art direction, employee reviews, and quality control.

**Social Media:** Designed social media content for various platforms utilizing both static imagery and video.

**Print & Promotional Materials:** Conceptualized and designed print materials to promote events around Southern Massachusetts.

## Centreville Bank | Graphic Designer

West Warwick, RI | 2021 - 2022

**Social Media:** Created social media content for a variety of platforms to both spread brand awareness and highlight specific programs.

**Print & Promotional Materials:** Designed and managed the production of promotional materials such as pop up banners, stickers, outdoor advertisement and swag collateral.

**Presentation Design:** Created PowerPoint presentations and slide decks for events such as year end reports and monthly status updates.

## Fashion Accessories First, Inc. | Graphic Designer

Smithfield, RI | 2019 - 2021

**Product Design:** Designed and managed the production of various jewelry, cosmetics, apparel, and novelty items that are carried in national chain stores, such as Walmart, Fred Meyer, Kroger, CVS, and Target.

**Packaging and Fixtures:** Designed and managed the production of packaging solutions and retail displays for national chain stores CVS, and Target. Owned all projects from start to finish, working with vendors and customers to ensure maximum impact in store.

## W.B. Mason | Graphic Designer

Brockton, MA | 2018 - 2019

**Digital Media:** Conceptualized, designed and managed the creation of collateral for web promotions, email blasts marketing assets, landing pages and websites.

**Print:** Designed numerous flyers from concept, to item selection and lay-out to completion. Flyers range from 4 to 40 pages and designed for use by both customers and sales people.

## Explo | Senior Graphic Designer

Norwood, MA | 2016 - 2018

**Digital Media:** Designed and managed development of collateral for web promotions, marketing assets, company branded websites and blogs. Developed Social Media assets for the worldwide marketing campaigns for followers.

**Print:** Created annual direct mail pieces that reached over 1 million households. Designed advertisements for both print and web applications, appearing in such publications at The Boston Globe, Boston Magazine, and Yale Alumni Magazine.

## Skillet Design & Marketing | Senior Graphic Designer

Burlington, VT | 2015 - 2016

**Packaging:** Created custom packaging solutions for national companies such as Jetboil, Eureka!, Vermont Farmstead Cheese, and Castleton Crackers.

**Social Media:** Developed social media assets for the worldwide marketing campaigns for clients such as J.K. Adams, Oblio Paddles, Castellana Imports, and Bob White Systems.

**Print:** Designed promotional materials for both print and web applications for clients such as Vermont Captive Insurance, Jetboil, Eureka!, Potlicker Jams, Andy's Dandys, Kimball Brooks Farms, and the Burlington Wine & Food Festival.

## Sid Wainer & Son | Graphic Designer

New Bedford, MA | 2012 - 2015

**Packaging:** Designed custom packaging and labeling solutions for Sid Wainer and Son's umbrella brand and 10 sub-brands.

**Print:** Designed and managed development of two large scale annual catalogs, including product photography, copy writing, and info-graphics. Created two weekly product newsletters and sell sheets, directing product photography, iconography, curating product lists and new layouts each week.