



Rachael Wise

Graphic Design & Illustration

EXPERTISE



Packaging Design



Social Media



Illustration



Web Design



Logo & Branding



Print Materials

SKILLS

Photoshop

Illustrator

InDesign

Dreamweaver

EDUCATION

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

GET IN TOUCH

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Experience

Centreville Bank | Graphic Designer

West Warwick, RI | 2021 - present

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. Designed print materials such as buck-slips, counter cards, print advertisements to introduce new financial programs.

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: Owned all projects from concept to completion including various jewelry, cosmetics, apparel, and novelty items that are carried in national chain stores, such as *Walmart*, *Fred Meyer*, *Kroger*, *CVS*, and *Target*. Worked closely with overseas manufacturers to ensure quality.

Packaging and Fixtures: Designed and managed the production of packaging solutions and retail displays for national chain stores, such as *Walmart*, *Kroger*, *Fred Meyer*, *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 are high circulation tools for 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 across Facebook, Twitter, Instagram and YouTube.

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*, *Oblivion Paddles*, *Castellana Imports*, and *Bob White Systems* including custom infographics and illustrations.

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 infographics. Created two weekly product newsletters and sell sheets, directing product photography, iconography, curating product lists and new layouts each week.