

Graphic Designer with a proven track record of creating visual text and imagery concepts that communicate ideas that inspire, inform, or captivate consumers. Demonstrated ability to develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports.

PROFESSIONAL EXPERIENCE

ZEMITEK February 2023-Present
GRAPHIC DESIGNER, USAID/BUREAU FOR LEGISLATIVE AND PUBLIC AFFAIRS
Supports USAID's communications goals and priorities by ideating and creating visual material including factsheets, graphics, invitations, illustrations and other agency collateral for projects, campaigns, and events. Provides feedback and training to support design work across bureaus, USAID Brand Champions, field communications team, and the Missions as part of the Design team.

GEICO August 2020-October 2022
GRAPHIC DESIGNER II
Worked with a team of fellow designers and copywriters to create a wide variety of advertisements for print, digital, social, and out-of-home. Contributed to the Marketing department's creative direction & branding. Supported the everyday creative needs of one of America's most well-known brands.

FREELANCE ILLUSTRATOR 2012-Present
Creates custom illustrations for a variety of clients, including portraiture, sports illustration, social media icons, and logos. Runs online store of original artwork and merchandise.

GERMANTOWN COPY CENTER, INC May 2015-August 2020
GRAPHIC ARTIST/DESIGNER
Created and edited designs and layouts of print media for various local clientele. Assisted the print manager in making sure files were properly set up for printing. Assisted with print production and finishing.

WEGMANS FOOD MARKETS, INC. March 2014-July 2015
SIGN SHOP ARTIST
Designed interesting signage and graphics for all store departments. Assisted Management with set-up of in-store displays at the Germantown Wegmans location.

WASHINGTON KASTLES WORLD TEAM TENNIS Summer 2014
GRAPHIC DESIGN INTERN
Created digital graphics for use on the team's website, e-mail newsletters, and online store. Assisted with design of merchandise. Designed posters, advertisements, and other promotional material.

WEGMANS FOOD MARKETS, INC. June 2013-March 2014
FRONT END COORDINATOR
Answered customer questions and concerns. As part of the Management team, assisted cashiers and the Customer Service desk.

EDUCATION

UNIVERSITY OF HARTFORD, HARTFORD ART SCHOOL 2009-2013
WEST HARTFORD, CT
Bachelors of Fine Arts in Illustration
GPA 3.64, Magna Cum Laude with University Honors



R.L. COHEN ART
★★★ ILLUSTRATION & DESIGN BY RACHEL L. COHEN ★★★

CONTACT

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SKILLS

ACTIVE SECRET CLEARANCE

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE INDESIGN

MICROSOFT OFFICE

TRADITIONAL PAINTING

NOTABLE PROJECTS & CLIENTS

SELECTED CLIENTS

COLUMBUS BLUE JACKETS (NHL)

BELL MEDIA - TSN BARDOWN

RMNB, LLC.

NOTABLE ILLUSTRATION PROJECTS

THE HOCKEY ART ZINE: VOLUME 1 (CONTRIBUTOR) 2022

HERALDIC HOCKEY BANNERS 2014, 2015
FEATURED ONLINE IN THE HOCKEY NEWS AND FOR THE WIN (USA TODAY)

1001 KNIGHTS ANTHOLOGY (CONTRIBUTOR) 2016

THE FANS AWAKEN: A STAR WARS FANZINE (CONTRIBUTOR) 2016

NOTABLE EXHIBITIONS

FLYING DOG BREWERY 2012

ARTOMATIC @ FREDERICK 2013, 2016