

**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

**GEICO** August 2025-Present  
**GRAPHIC DESIGNER II**

Works with a team of fellow designers and copywriters to create a wide variety of advertisements for digital display, print, and out-of-home. Contributes to creative direction & branding. Supports the everyday creative needs of one of America's most well-known brands.

**ZEMITEK** February 2023-March 2025  
**GRAPHIC DESIGNER, USAID/BUREAU FOR LEGISLATIVE AND PUBLIC AFFAIRS**

Supported 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. Provided 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. Designed & runs market stall at in-person events.

**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. Handled file setup with outside vendors.

**WEGMANS FOOD MARKETS, INC.** March 2014-July 2015  
**SIGN SHOP ARTIST**

Designed interesting signage and environmental graphics for all store departments. Assisted Management with setup of in-store displays at the Germantown Wegmans location.

## 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

**ADOBE PHOTOSHOP**

**ADOBE ILLUSTRATOR**

**ADOBE INDESIGN**

**CELTRA**

**MICROSOFT OFFICE**

**TRADITIONAL PAINTING**

## NOTABLE PROJECTS & CLIENTS

### SELECTED CLIENTS

**TRAVELERS' MARKETING**

**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

**NOTABLE EXHIBITIONS**  
**FLYING DOG BREWERY** 2012

**ARTOMATIC @ FREDERICK** 2013, 2016