

Hi, I'm  
**RAYCHEL**  
& I MAKE THINGS  
LOOK  
**GOOD.**

you can see them at

**RAYCHELSEVERANCE**  
**.COM**

or you can email me at

**RAYCHELSEVERANCE**  
**@gmail.com**

or you can call me at

**802.777.7734**

and i have some great

**REFERENCES**  
**AVAILABLE UPON**  
**REQUEST!**

## skills

**Technical**  
Adobe Creative Suite  
Printing Press (Manual  
and Automatic)  
UV Burning Equipment  
Mac and PC Platforms

**Traditional**  
Ink Development  
and Mixture  
Wood-Burning  
Acrylic  
Bookmaking

**Other**  
Photography  
(Some Videography)  
Bicycle Building  
and Maintenance  
Conceptual Design

## experience

**Fine Arts Museums of San Francisco**  
Exhibition Graphic Designer (Fixed Term)

June 2018 - January 2019

- Worked with the Exhibitions team and curators to create dynamic graphics for major exhibitions at the de Young and the Legion of Honor museums, including title walls, photo blowups, wallpapers, timelines, and various other elements specific to shows.
- Designed, typeset, and produced labels and wall chats for galleries and pieces on display.
- Cut and applied vinyl for exhibitions and various needs around the museums.

**Citizen Cider & All Times Sparkling Cider**  
Art Director

March 2013 - October 2017

- Worked directly with owners of a start-up business to develop and produce all digital and printed materials such as product packages, distribution sales materials, posters, banners, promotion materials, vehicle vinyl, information graphics and signage, etc.
- Conceptualized and designed award-winning labels for a variety of hard ciders released in both bottles and cans, as well as designed looks for cases, growlers, growlettes, glassware, etc.
- Worked alongside a Marketing Director to develop and execute product campaigns to direct consumer focus and boost sales congruent to product releases, seasons, harvest, etc.
- Worked directly with local and non-local printers to print all major marketing and retail projects.

**Freelance**  
Graphic Designer, Photographer, Typographer

September 2010 - Present

- Consulted and worked with various local businesses and organizations on short-term contracts to deliver eye-catching works including but not limited to branding and package design on a deadline.
- Collaborated with different bands and musicians visualizing, designing, and producing CD & vinyl artwork, promotional materials, and merchandise.
- Conceptualized and photographed numerous press photo shoots for bands and projects around the Northeast and in New Orleans, as well as shot music, arts, and culture festivals.
- Traveled America on a documentary tour as the photographer and blogger for a group of filmmakers documenting and filming eccentric and off-the-grid lifestyles around the country.

**Burlington City Arts, Burlington, VT**  
Art Director & Freelance Photographer

February 2009 - September 2010/2016

- Worked directly with Communication Director to develop and create all marketing materials for Burlington City Arts and the Firehouse Center for the Visual Arts (now the BCA Center).
- Designed all marketing and promotional materials for various gallery exhibitions and special events like the Burlington Quadricentennial and Festival of Fools, plus many others.
- Worked directly with local and non-local printers to print all major marketing projects.
- Conceptualized, designed, and contributed photography to all exhibition catalogues.
- Photographed camp and class programs, as well as events and annual festivals.

## education

**The Art Institute of California - San Francisco**  
Bachelor of Science - Graphic Design - Awarded "Best Design Portfolio" of graduating class.

December 2008

## achievements

**HOW In-House Design Awards Winner - HOW Design**  
Two-Time Winner, Food & Beverage Category

2017

**American Graphic Design Awards Winner - Graphic Design USA Magazine**  
Three-Time Winner, Package Design & Pantone® Sponsored "Creative Use of Color" Categories

2017 & 2016

**AIGA Vermont Design Awards**  
Winner, Citizen Sweet Sparkling Non-Alcoholic Cider Package Design

2016

**Thread Magazine**  
Contributor, Featured Artist, Issues 6 & 7

July & November 2012