

# HI, I'M RAYCHEL SEVERANCE AND I MAKE THINGS LOOK GOOD.

You can see them at  
**RAYCHELSEVERANCE.com**

And you can contact me at  
**RAYCHELSEVERANCE@gmail.com**  
or **802.777.7734**

## SKILLS

- Adobe Creative Suite
- Microsoft Office
- Photography (Some Videography)
- Vinyl Cutting and Application
- Printing Press (Manual and Automatic)
- UV Burning Equipment
- Ink Development and Mixture

## EDUCATION

### The Art Institute of California— San Francisco

Graduated December 2008  
Bachelor of Science - Graphic Design

Awarded "Best Design Portfolio"  
of graduating class.

## ACHIEVEMENTS

- Best of Design, *The Architect's Newspaper*, 2020  
**Winner (IKD)**, Exhibition Design & Graphics
- HOW In-House Design Awards, *HOW Design*, 2017  
**Two-Time Top Ten Winner**, Food & Beverage Category
- American Graphic Design Awards, *Graphic Design USA Magazine*, 2017 & 2016  
**Three-Time Winner**, Package Design & Pantone® Sponsored "Creative Use of Color" Categories
- AIGA Vermont Design Awards, 2016  
**Winner**, Citizen Sweet Sparkling Non-Alcoholic Cider Package Design

## EXPERIENCE

### Freelance

Graphic Designer, Photographer, Typographer

2010–Present

Anywhere and Everywhere

### The Flynn Center for the Performing Arts

Graphic Designer

November 2021–Present

Burlington, VT

- Design all branded creative materials for the historical non-profit theatrical performance venue located in the heart of Downtown, Burlington, including posters, ads, LCD screens, brochures, decorative facade vinyl, and more.
- Create beautiful multi-page catalogues twice a year showcasing upcoming performances, and work with local printers to get them produced and mailed all over Vermont.
- Design all graphic materials for the annual Burlington Discover Jazz Festival, a free week-long music festival in June.
- Work with multiple departments of the organization to drive memberships and donations, discuss marketing strategies, organize community art events, and make the performing arts accessible to all through vibrant and inclusive designs and messaging.

### Itakura Kim Design (IKD)

Graphic Designer

March 2019–December 2021

San Francisco, CA/Boston, MA

- Collaborated with the owners of an award-winning Boston-based architecture and design firm to generate a variety of exhibitions for institutions such as the Clark Art Institute, MIT Museum, Denver Art Museum, Boston Federal Reserve, Harvard's Houghton Library, Worcester Arts Museum, Austen Riggs Center, and more.
- Created dynamic brands for major exhibitions and designed necessary graphics, including title walls, large-scale timelines, immersive environments, and outdoor signage.
- Explored creative ways to display information while working within preexisting guidelines of institution brands.
- Designed and typeset labels, section texts, and way-finding signage for galleries and pieces on display.
- Aided in the design of a 100-page book memorializing *Timber City*, a massive Boston and Washington, D.C. exhibition about the benefits of building with timber instead of steel and concrete.

### Fine Arts Museums of San Francisco

Exhibition Graphic Designer (Fixed Term)

June 2018–March 2019, November 2019–March 2020

San Francisco, CA

- 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 and typeset labels, wall chats, and way-finding signage for galleries and pieces on display.
- Assisted the Preparator in label and chat production, as well as cutting and applying vinyl for exhibitions and various needs around the museums.

### Sterling Graphics

Project Manager & Graphic Designer, Vinyl Installer

March 2019–September 2020

San Francisco, CA

### Willington Design + Print

Graphic Designer, Silk Screen Press Operator, Pre-Press Technician

October 2017–June 2018

Williston, VT

### Citizen Cider & All Times Sparkling Cider

Art Director

March 2013–October 2017

Burlington, VT

- Worked directly with owners of a start-up business to develop and produce all digital and printed materials such as branding, product packages, distribution sales materials, posters, banners, promotion materials, vehicle wraps, information graphics and signage, etc.
- Conceptualized and designed an award-winning brand and labels for a variety of hard ciders released in both bottles and cans, as well as designed looks for cases, growlers, glassware, and merchandise.
- 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.

### Burlington City Arts

Art Director

February 2009–September 2010

Burlington, VT