

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  
Hand-lettering  
Wood-burning  
Bookmaking

**Other**  
Photography  
(Some Videography)  
Vinyl Cutting and Application  
Bicycle Building  
and Maintenance

## experience

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

June 2018 - March 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 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.

**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 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.

**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 and 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 film-makers 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