

# racheleeva·wood

www.racheleeva.com • rachel@racheleeva.com • 6178637067

As a graphic designer with a strong background in typography, I relish in organizing complicated information. I enjoy applying solid design principles to any project, whether it be physical, digital, or something less easily categorized.

## employment

---

**Candlewick Press, Senior Book Designer and Team Lead of Fiction/Non-Fiction Interiors and UK/Buy-in Titles** · May 2009–February 2017, July 2021–Present

*Other roles include Book Designer, Associate Designer, Design Assistant, and Intern for Art and Promotion Departments*

- Children's book design spanning all ages and genres, focusing on fiction and non-fiction young-adult interiors, jackets, and cases for both Candlewick Press and MIT Kids Press/MITeen Press
- Excels at technically complex projects, such as award-winning non-fiction titles requiring archival photography work, extensive back matter development, and art direction for maps/diagrams
- Collaborates closely with Editors to create the strongest story possible, maintains thorough documentation for Copyeditors and Proofreaders, and helps to improve workflow between Art and Editorial/Proofreading for complicated titles and set interdepartmental circulating standards
- Attends color/press checks and continually communicates with Production Controllers regarding print specifications and efficient use of special effects to ensure high-quality printing
- Previous roles included managing freelance interior designers; designing multiple long-running and best-selling series requiring consistent content, character development, and brand styling; creating new packaging designs and other reuse projects; and working on intricate, hand-assembled novelty books

**Rachel Eeva Design, Designer and Owner** · October 2009–June 2021

- Designed projects from conception through prepress and production
- Comprehensive design work included website development, stationery design, illustration, and managing online art shops
- Book work included cover/jacket design; design of fiction, non-fiction, and illustrated interiors; as well as series development
- Branding work included development of logos, style guides, and marketing materials
- Teaching experience with MA Provisional Teaching License included contracts at Somerville High School and Brookline Adult & Community Education

**Handmade For, Artist and Owner** · June 2014–December 2018

- Operated artisanal craft business, which sold my handmade, all-natural soaps and other body products in retail stores, regional markets, and online; maintained all inventory, order fulfillment, and customer/retail relationships; and designed and developed all branding, packaging, and web assets
- Milestones included a successful crowdfunding campaign for a new product line that was fully funded within 3 days and finished at 315% of the funding goal

## education

---

**Yale University Class of 2008; New Haven, CT** · *BA in Studio Art with Distinction, Graphic Design Concentration*

Intense study of typography (digital and letterpress), digital photography, print making, and color theory

**Danmarks Designskole, Summer 2007; Copenhagen, Denmark**

Study of repeat pattern textile design and screenprinting with reactive dyes and pigments

## skills

---

**Extensive use of the Adobe Creative Suite**

Expert use of InDesign, Illustrator, and Photoshop, as well as experience with Bridge and Lightroom

**Web design and development experience**

Including developing responsive sites with HTML/CSS, Squarespace, Shopify, and WordPress

## volunteering

---

**Amesbury Cultural Council, 2021 Co-Chair; Voting Member, August 2020–January 2022**

Designer of Amesbury Open Studios website beginning in fall 2020

**Friends of the Amesbury Public Library, Board Member, April 2020–January 2022; Secretary, September 2020–2021**

Marketing Subcommittee Member focusing on website launch in November 2020 and developing The Stacks online store in September 2021