

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**

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

- Designs children's books spanning all ages and genres, focusing on fiction and non-fiction young-adult and middle-grade interiors, jackets, and cases for both Candlewick Press and MIT Kids Press/MIT Teen Press imprints
- Works on roughly twenty titles at once, in various stages of development from sample pages and sketches through to proof approval; art directs illustrators and other designers as needed
- Sets departmental standards for project workflows and typesetting as well as processes for interdepartmental circulation of materials
- 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

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

- Designed projects from conception through prepress and production, including branding work such as development of logos, style guides, and marketing materials; website development; stationery design; illustrations; and book work, including cover/jacket design, fiction, non-fiction, and illustrated interiors, and series development
- Taught art classes with MA Provisional Teaching License 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
- Ran a successful crowdfunding campaign for a new product line that was fully funded within 3 days and finished at 315% of the funding goal

### **Candlewick Press, Book Designer · May 2009–February 2017**

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

- Designed children's books for all ages and genres, including illustrated picture books and board books; young-adult fiction interiors, jackets, and cases; as well as packaging and other reuse projects
- Managed half of the freelance interior designers and art-directed multiple illustrators for fully illustrated books as well as jacket designs, series work, and maps/diagrams for non-fiction titles
- Excelled at managing intricate hand-assembled novelty books; non-fiction titles; and multiple long-running and best-selling series requiring consistent content, character development, and brand styling
- Attended color/press checks and continually communicated with Production Controllers regarding print specifications, proper file creation, and efficient use of special effects to ensure high-quality printing
- Designed promotional pieces, including creating sell sheets, downloadable discussion guides and activity kits, online advertisements, and web banners while working closely with the Marketing and Sales Departments

## **education**

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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

## **technical skills**

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**Extensive use of the Adobe Creative Suite**

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

**Web design and development experience**

Including developing responsive sites with HTML/CSS, Squarespace, Shopify, and WordPress, as well as experience with git/github, Bootstrap, JavaScript/JQuery

## **volunteering**

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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