

racheleeva·wood

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As a graphic designer with a strong background in typography, I relish in organizing complicated information. I love building upon core concepts to create dynamic final products and enjoy applying solid design principles to any project, print or digital.

employment

Rachel Eeva Design, Designer and Owner · Oct. 2009–Present

- Designs projects from conception through prepress and production
- Book work spans all ages and genres, including cover/jacket design; design of fiction, non-fiction, and illustrated interiors; series development and art direction.
- Recent publishing clients include Lee & Low Books, Brandeis University Press, and Victoria Blaine Design Associates for Bates College Museum of Art
- Branding work includes development of logos, style guides, marketing materials, and website development

Candlewick Press, Assistant Art Director: Fiction, Nonfiction, and Graphic Novels · May 2009–Feb. 2017, Jul. 2021–Aug. 2024

Other roles include Senior Book Designer and Team Lead of Fiction/Nonfiction Interiors and UK/Buy-in Titles, Book Designer, Associate Designer, Design Assistant, and Intern for Art and Promotion Departments

- Designed books spanning all ages and genres, focusing on fiction and nonfiction young adult interiors and jackets/covers
- Managed comprehensive project schedules for twenty titles per list and excelled at technically complex projects, such as award-winning nonfiction titles requiring archival photography work, extensive back matter development, and art direction for supplemental maps and diagrams as well as fully-illustrated works
- Acted as project manager and brand advisor for MIT Kids and MITeen imprints
- Created and trained colleagues on departmental templates for interior design while working with Editorial Services to set interdepartmental circulating standards and scalable solutions that improved workflow
- Commended for creating and managing complex project schedules, proactively collaborating with Editors to create the strongest story possible, and maintaining thorough documentation for Copyeditors and Proofreaders
- Continually communicated with Production Controllers regarding print schedules, specifications and offset standards, and efficient use of special effects to ensure high-quality printing
- Previous responsibilities included managing freelance interior designers to ensure house standards were met; designing multiple long-running and best-selling series with consistent content, character development, and brand styling; creating new packaging designs and other reuse projects; and working on intricate, hand-assembled novelty books

Handmade For, Artist and Owner · Jun. 2014–Dec. 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), book design, digital photography, print making, and color theory; and including study of repeat pattern textile design and screenprinting at Danmarks Designskole summer program

skills

Extensive use of the Adobe Creative Suite

Expert use of InDesign, Illustrator, Photoshop, and Acrobat 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, Aug. 2020–Jan. 2022

Designer of Amesbury Open Studios website beginning in fall 2020

Friends of the Amesbury Public Library, Board Member, Apr. 2020–Jan. 2022; Secretary, Sept. 2020–2021

Marketing Subcommittee Member focusing on website launch in Nov. 2020 and developing The Stacks online store in Sept. 2021