



Rachel Butchart

DESIGN • ILLUSTRATION

EDUCATION

Graphic Design, B.S.
The Art Institute of Pittsburgh
Graduated, June 2017

SKILLS

Digital Illustration
Traditional Illustration
Brand Identity
Logo Design
Advertising
Packaging
Editorial Design
Web Design
Image Manipulation
Concept Development
Printmaking
Social Media
Apparel Design
Team Management

PROGRAMS

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Brother GT-541 Printer
Brother GTX Printer
Corel Draw
Google Workspace
Microsoft Office Word
Microsoft Office PowerPoint
Microsoft Office Excel
Stahls Hotronix Heat Press
Sawgrass Virtuoso SG400
Trello
Wix

OUTLOOK

Contact

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My passion, thoughts, and personality are embodied in everything I create. Good design is strategic, deliberate, and pushes the boundaries of creative thinking. With a personal love of illustration, branding, packaging, print, & web design, I excel at creating a truly remarkable experience for my audience.

"Work hard. Do good work. For good people" - Aaron James Draplin, Draplin Design Co.

Work Experience:

Manager / Senior Graphic Designer - Big Frog Custom T-Shirts & More (Fall 2017 - Present)

- Sketched artistic designs for consideration.
- Met with clients to present mockups and collect information for adjustments.
- Applied knowledge of production to create high-quality images.
- Employed design fundamentals when selecting typography, composition, layout and color in design work.
- Researched trends and projected industry changes to capitalize on emerging opportunities.
- Created digital image files for use in digital and traditional printing methods.
- Completed final touches for projects such as image sizes and font selection.
- Supervised design staff through product creation and release.
- Communicated with vendors on availability, product specifications, distribution, delivery deadlines, and price.
- Demonstrated respect, friendliness and willingness to help wherever needed.
- Resolved conflicts and negotiated mutually beneficial agreements between parties.

Brand Concept Illustrator / Apparel Graphic Designer - NoNamesBrand (Fall 2018 - Present)

- www.nonamesbrand.com/

- Designer for clothing / lifestyle company based in the greater Pittsburgh Area.
- Led the vision and creation of new fashion products by tracking market trends and competitor activity.
- Sketched designs for consideration and communicated design revisions to members of the fashion design team.
- Worked with technical design and product management to provide accurate and complete design packages.
- Coordinated design process for multiple brands from concept sketches through final creations.
- Consult on the various printing methods that can be done with the ideas that they have for their next clothing release.
- Communicated deadlines to ensure all projects were completed on time.
- Prepared a variety of different written communications, reports and documents to ensure smooth operations.
- Exceeded goals through effective task prioritization and great work ethic.

Graphic Designer - Sector One Kart Racing (Oct. 2018 - June 2020) - www.sectoroneoil.com/

- Worked with company leaders to gather and define requirements, establish scopes and manage project milestones.
- Created a broad range of work using various design techniques.
- Applied knowledge of production to create high-quality images.
- Employed design fundamentals when selecting typography, composition, layout and color in design work.
- Developed creative design for print materials, brochures, banners and signs.
- Built the corporate brand identity by designing cohesive looks between elements such as logos and letterheads.
- Applied creative expertise to present marketing concepts.
- Developed display, marketing and packaging materials to support product branding strategies.

REFERENCES

Michael Hall
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Abigail Barton
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