



rebeccaskalsky

GRAPHIC DESIGNER

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OBJECTIVE

Graphic design position to apply skills and experience in print and digital creation along with effective communication and organization skills, in a creatively challenging environment.

EDUCATION

Bachelor of Arts Degree, major in Art, minor in Communication Studies from **Central College** - Pella, IA, *Spring 2009*

EXPERIENCE

Graphic Designer at **RuffaloCODY**, *July 2013 to present*

I work with writers, client services managers, and other creative service professionals to produce cutting-edge marketing materials, including mobile responsive HTML emails, e-newsletters, online surveys, postcards, appeal letters, self-mailers, and greeting cards for colleges, universities, and non-profit organizations.

Graphic Designer, freelance, *September 2008 to present*

Created business cards, logos, outdoor banners, postcards, television graphics, save the date cards, wedding invitations, RSVP and reception cards, thank you cards, newsletters, monograms, and water bottle labels.

Graphic Artist at the **Iowa City Press-Citizen**, *May 2010 to July 2013*

Created magazines and special sections, including layout design and ads, glossy inserts, front page label stickers, logos, sales pieces for advertising, newspaper ads, and online ads. Worked with advertising representatives and clients to produce print and digital specs ads, resulting in increased advertising revenue for the company.

Graphic Design Intern at **Central College**, Marketing & Media Relations Department, *January 2009 to May 2009*

Created booklet for 2009 Central College Homecoming/Family Weekend and related design collateral, including promotional posters, magazine advertising, and typography projects.

Graphic Design Intern at **Hatch Creations**, London, UK, *January 2008 to May 2008*

Created marketing material for Hatch Creations, including magazine advertising and website graphics, and designed logos and print advertising for international clients.

TECHNICAL PROFICIENCY

Software: Adobe CC Photoshop, InDesign, Illustrator, Flash, Dreamweaver, Acrobat and Bridge; QuarkXpress; Microsoft Word, Excel, PowerPoint, Outlook; DigiPage; Fetch, CyberDuck; AdTracker; StrongMail

Operating Systems: Windows and Macintosh OSX

Web: Experience with HTML, CSS, HTML and mobile responsive email design, and Actionscript coding

ACCOMPLISHMENTS

Created spec ads for local business, Light Expressions, on second day at the Press-Citizen, which earned their business and helped establish a good working relationship with the client.

Deans List, Central College, *Fall 2005 to Spring 2009*

Graduated Magna Cum Laude, *May 2009*

Member of Alpha Zeta Mu (academic honor society)

INTERESTS

Drawing, watercolor and acrylic painting, traveling, dance, photography, printmaking, scrapbooking, singing

Professional references available upon request.