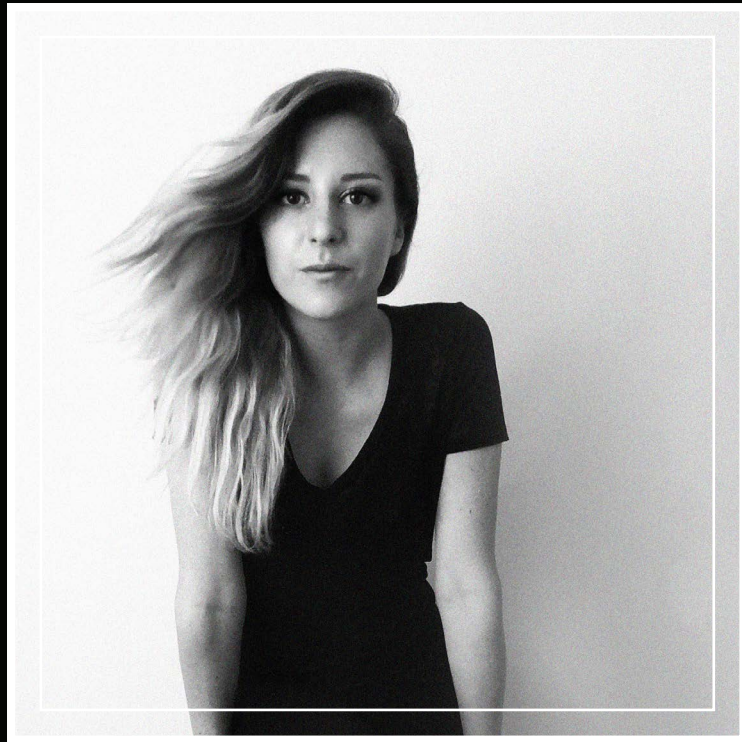


RACHEL ESTRADA



RACHEL ESTRADA

RACHEL ESTRADA

www.rachel-estrada.com
info@rachel-estrada.com
805.368.2401

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER | CROSSE PARTNERS

■ LITTLE GIRAFFE + GIRAFFE AT HOME + LOVE BY LITTLE GIRAFFE

CATALOG | Layout design + execution for six catalogs per year.

BI-ANNUAL PHOTOSHOOT | Responsible for outlining scene inspiration, props, featured products, model apparel, and organizing day-of photoshoot orchestration.

WEBSITE | Site-wide design, development, and maintenance. Retouching all site product photography.

EMAIL MARKETING | Plan, design, and execute all email marketing campaigns.

SOCIAL MEDIA | Produce imagery, and campaign schedule for all company social media accounts.

■ TWISTBAND

CATALOG | Collaborate to develop, and perfect two catalogs per year.

EMAIL MARKETING | Plan, design, and execute all email marketing campaigns.

SOCIAL MEDIA | Create digital imagery for all company social media accounts.

DIGITAL ILLUSTRATION | Compose graphic artwork utilized on all brand marketing venues.

■ DAMMIT DOLL

CATALOG | Layout design + execution for two catalogs per year.

EMAIL MARKETING | Plan, design, and execute all email marketing campaigns.

SALES PLANNER | PULSE POINT

Designed client presentations to illustrate the marketing capabilities of our company.

Tracked analytics for digital media advertising campaigns.

SCENIC ARTIST | LOS ANGELES PHILHARMONIC ASSOCIATION

Collaborated with design team to plan and produce captivating set designs in a limited time frame.

EDUCATION

CALIFORNIA STATE UNIVERSITY OF CHANNEL ISLANDS

Bachelor of Fine Arts, Emphasis: Digital Media

ACCADEMIA DI BELLI ARTI DI FIRENZE

California State University International Program

Year Review Score: 30/30

SKILLS

TECHNICAL

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Dreamweaver

HTML and CSS

FINE ART

Digital Photo Editing

Digital Illustration

Digital Photography

Oil/Acrylic Painting

Graphite Drawing

THEORY

Brand Development

Trend Forecast

Color Theory

Typography

Visual Continuity

EXHIBITIONS

THE RACHEL SHOW

Location: Oibò Café and Restaurant, Florence, Italy

Featuring: Rachel Estrada and Rachel Julson

ARTTRA

Location: California State University of Florence, Florence, Italy

Featuring: select students from: C.S.U Florence and Accademia di Belli Arti di Firenze.

COMPETITIONS

THE MURAL PROJECT

Chosen by the City of Thousand Oaks, and the Cultural Affairs Commission to mural a 34' x 10' wall at the Thousand Oaks Civic Arts Plaza. Responsible for design and execution.

PUBLISHED WORK

ATLAS MAGAZINE | THE FEVER ISSUE

Multimedia illustration, "Anja" featured in Atlas Magazine's 'Fever Issue.'