

# Rachelle Picarello - graphic designer

[rachelle@ellehcar.com](mailto:rachelle@ellehcar.com) \* portfolio website at [www.ellehcar.com](http://www.ellehcar.com)

## OBJECTIVE

To utilize my creative and design skills in an organization where I can continue to grow, learn, and lead.

## PERSONAL SKILLS

creative  
attention to detail  
dependable  
positive attitude  
team player  
sense of humor  
self-motivated  
common sense

## EXPERIENCE

### Graphic Designer | Freelance

02/2007 - Present

- Interface with clients on graphic design projects including logos, brochures, event invitation suites, and business cards
- Layout, produce, and execute pharmaceutical collateral such as direct mail advertising, tradeshow booth displays, and information packets
- Current clients include Kidsbridge Tolerance Museum and The Pennington School

### Graphic Designer and Production Specialist | Leigh Photo & Imaging

06/2008 - 05/2010

- Created company logo and website
- Managed and maintained company website
- Conceptualized and produced company advertising for events and newspapers
- Created designs and layouts for client brochures, posters, packaging and tradeshow booths
- Performed digital color correction, photographic retouching and restoration, and digital printing pre-press and color management

### Creative Department Intern | Princeton Partners

Summer 2008

- Updated digital layouts for clients in cooperation with agency art directors and designers
- Researched and purchased stock photography for ad campaigns
- Printed and produced mockups for client presentations

## EDUCATION

### Mercer County Community College

AAS, Advertising Design - May 2008

- Recipient of the Sam Willig Memorial Award for exemplary academic performance in the Advertising Design curriculum at MCCC
- Member of Mercer County Community College Phi Theta Kappa chapter
- President's List: Fall 2006, Spring 2007
- Dean's list: Fall 2005, Spring 2006, Fall 2007, Spring 2008
- MCCC Visual Arts Student Show postcard design winner (Spring 2008)
- Kidsbridge Tolerance Museum logo design winner (Spring 2008)

## SOFTWARE SKILLS

windows  
osx  
word  
excel  
photoshop  
illustrator  
indesign  
dreamweaver

## HOBBIES & INTERESTS

photography  
painting  
ceramics  
reading  
traveling