



NAME rachel.gogel
PASSION graphic design
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SPEAKING ENGAGEMENTS

Ogilvy
June 2016
Contently: PixelTalks
May 2016
General Assembly
May 2016
ClickZ
April 2016
OWNIT Summit:
Georgetown
April 2016
Creative Mornings
September 2015
University of Penn
April 2014 (Since 2011)
Pratt
December 2013
MPA Swipe 2.0
March 2013
School of Visual Arts
March 2012

LANGUAGES

French
English
Spanish

TECHNICAL SKILLS

Microsoft Office
Photoshop
Illustrator
InDesign
InVision
Dreamweaver
CSS/HTML
Wordpress
Bookbinding
Letterpress
Squarespace

Mac/PC

WORK EXPERIENCE

T BRAND STUDIO, THE NEW YORK TIMES COMPANY | New York, NY April 2014 – Present

Creative Director Overseeing a team of 12 (design/photo) with employees at varying levels; Built an infrastructure for the first-ever branded content studio that earned Adweek's "Hottest in Native Advertising" Hot List 2015 title; Working on native paid post executions (cross-platform), rich media, event collateral, presentations, and cross-channel creative needs; Maintaining tbrandstudio.com; Launched 160+ campaigns to date with 100+ brands; Conceptualized, wrote and was filmed for an on-demand course for nytedu.com; Helped reach \$35M goal for the team last year

GQ MAGAZINE, CONDÉ NAST | New York, NY July 2011 – April 2014

Design Director 05/13–Present, Art Director 04/12–04/13, Associate Art Director 07/11–04/12 Managed an Art Director and Entry- to Senior-level designers; Launched and directed GQ's first augmented reality app *GQ Live!*; Organized shoots and handled production; Implemented print, social, digital, mobile, and tablet extensions and experiences for advertisers; Redefined the tablet experience with *MyGQ* program; Maintained GQDesignGroup.com

SCHOOL OF VISUAL ARTS | New York, NY September 2012 – Present

Instructor Teaching a Continuing Ed class called *Designer's Guide: Building a Brand Story* about creating successful brand stories designstory.guide; Taught *Print is not dead; it's evolving* about print-to-mobile technologies; Co-taught an undergrad typography course called *What's Your Type?*

INDEPENDENT GRAPHIC AND WEB DESIGN PROFESSIONAL | New York, NY May 2009 – Present

Freelance Designer Clients include: Zara, Mashable, *The 100 Years Show* doc, *Indian Point* doc, *Ai Weiwei: Never Sorry* doc, Sundance Channel, USA Network, Artestar, GQ Magazine, Sweden Unlimited, Peter Som, Svilu, Calder Foundation, Hachette Book Group, Harvard University

CREATIVE JOBS: THE LIST | New York, New York July 2011 – Present

Founder Providing creative job opportunities through e-newsletter; Connecting subscribers (2500+) to personal network through referral system; Advising, mentoring and encouraging job seekers

USA NETWORK, NBC UNIVERSAL | New York, NY April 2011 – June 2011

Freelance Print Designer Designed collateral for USA's Summer of Originals screenings; Worked on all printed materials for Character Project screenings; Created promotional ad campaigns

TRAVEL + LEISURE MAGAZINE, AMEX PUB / TIME INC. | New York, NY March 2010 – April 2011

Full-time Freelance Junior Designer Collaborated with Art Director on event collateral; Designed sell sheets, e-vites and direct mail; Reformatted ads and advertorials for the T+L iPad App

DIANE VON FURSTENBERG STUDIO | New York, NY September 2009 – February 2010

Creative Intern Constructed digital renderings; Prepared directives and graphics for stores and exhibits; Collaborated with creative team on lookbooks and iPhone app; Conceived e-mail blasts

EDUCATION

SCHOOL OF VISUAL ARTS, MASTERS WORKSHOP IN VENICE AND ROME | Italy May – June 2009

Graduate Summer Class, 3 credits: Intensive workshop in design history, theory and practice led by design figures such as Steven Heller, Louise Fili and Omar Vulpinari

UNIVERSITY OF PENNSYLVANIA, COLLEGE OF ARTS AND SCIENCES | Philadelphia, PA 2005 – 2009

Bachelor of Arts in Fine Arts: Major in Communication Design, Minor in Anthropology; GPA: 3.75; Dean's list 2007–09, *magna cum laude*. Studied abroad at The University of Melbourne 2007

AWARDS, MENTIONS & ACTIVITIES

AWARDS | Hero of The Year, The New York Times 2014; Mobile Excellence Award for *GQ Live!* 2013 "Best Mobile Innovator" Category; Marketer of Q4, GQ Magazine 2012

MENTIONS | Inc. 2016 Featured in 30 under 30 [Movers and Shakers], Forbes 2015 Featured in 30 under 30 [Media], OKReal 2014 Interview, HerCampus.com 2014 Interview, U.S. News & World Report 2013 Interviewed for Best Jobs Art Director, Print 2012 Winner in Regional Design Annual

ACTIVITIES | AIGA (American Institute of Graphic Arts) member since 2007, ADC (Art Directors Club) member since 2010, Zogsports Basketball Player, SPD Board Member, Penn Alumni Interviewer

references available upon request