



NAME [rachel.gogel](#)
PASSION [graphic design](#)
STREET [175 columbus ave](#)
CITY/ST/ZIP [new york, ny 10023](#)
CELL [646 675 4231](#)
E-MAIL rachel.gogel@gmail.com
WEBSITE www.rachelgogel.com

LANGUAGES
French
English
Spanish
Japanese (R)
Hebrew (R)

TECHNICAL SKILLS
Word
PowerPoint
Excel
Photoshop
Illustrator
InDesign
Quark Xpress
Flash
Dreamweaver
CSS/HTML
jQuery
Wordpress
Woodwing
Bookbinding
Letterpress

Mac/PC

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*

UNIVERSITY OF MELBOURNE, FACULTY OF ARTS | Melbourne, Australia *July – November 2007*
Attended a Study Abroad program: studied Communication, Art History and Cultural Studies

EXPERIENCE

CONDÉ NAST PUBLICATIONS, GQ MAGAZINE | New York, New York *July 2011 – Present*
Associate Art Director Overseeing and managing 2–3 graphic designers; Working on invites, presentations, advertiser special sections, event signage/collateral, in-book promotion etc.

INDEPENDENT GRAPHIC AND WEB DESIGN PROFESSIONAL | New York, NY *May 2009 – Present*
Freelance Designer Clients include: GQ Magazine, Ai Weiwei: Never Sorry documentary, Sundance Channel, Peter Som, Sweden Unlimited, Condé Nast's Golf World Magazine and Hudson Hotel

NBC UNIVERSAL, USA NETWORK | 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 and created promotional ads for New Yorker, Entertainment Weekly, AM New York, LA Times, San Francisco Chronicle and Chicago Tribune.

AMEX PUBLISHING, TRAVEL + LEISURE MAGAZINE | New York, NY *March 2010 – April 2011*
Full-time Freelance Junior Designer Developed ads and advertorials for the T+L iPad App; Collaborated with Art Director on all event collateral; Designed sell sheets and comps; Assembled promotional booklets and direct mail pieces; Worked directly with outside vendors on all projects

DIANE VON FURSTENBERG STUDIO | New York, NY *September 2009 – February 2010*
Creative Intern Constructed digital renderings; Retouched photographs; Prepared directives and graphics for stores; Collaborated with creative team on larger projects such as lookbooks and iPhone app; Conceived e-mail blasts; Created environmental graphics for exhibits and the outdoors

FINE ARTS DEPARTMENT, UNIVERSITY OF PENNSYLVANIA | Philadelphia, PA *Sept. 2008 – May 2009*
Classroom Assistant Assisted Graphic Design professor with class preparation, critiques and technical issues; Motivated classroom of fourteen design students; Led program tutorials

CONDÉ NAST PUBLICATIONS, GOLF FOR WOMEN / GOLF WORLD | New York, NY *June – August 2008*
Design Intern Designed page layouts for September–October 2008 issue of Golf for Women; Created illustrations, e-mail signatures and promotional materials for both magazines

PAGANUCCI WOLFINGTON, AD AND BRANDING AGENCY | New York, NY *June – August 2008*
Design Intern Produced logos, brand campaigns and patterns; Developed brand concepts for Old Navy, Badgley Mischka and Joe Boxer under direction of the creative director

MIXTE MAGAZINE | Paris, France *May – June 2007*
Graphic Designer Conceptualized and designed page layouts for n°48–49 issues; Initiated and produced lookbooks for Biotherm, L'Oréal and Printemps

AWARDS, GRANTS & ACTIVITIES

AWARDS | Fine Arts Major Senior Award *2009* Awarded \$500 and a certificate

GRANTS | Kelly Senior Thesis Grant *2009* Received a \$500 grant to fund senior thesis; Kelly Family Fellowships Grant *2009* Awarded a \$3,000 grant for SVA Summer Program

ACTIVITIES | AIGA (American Institute of Graphic Arts) member since 2007, ADC (Art Directors Club) member since 2010, Zogsports basketball league, Big Brothers Big Sisters mentor since 2005

[references available upon request](#)