



**NAME** [rachel.gogel](#)  
**PASSION** [graphic design](#)  
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#### 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

#### TEACHING & MENTORING EXPERIENCE

**CREATIVE JOBS: THE LIST** | New York, New York *July 2011 – Present*  
**Founder** Launched weekly newsletter providing creative job opportunities in New York; Listings referred by personal contacts (600+ subscribers); Provide career counseling through private sessions

**WHAT'S YOUR TYPE, SCHOOL OF VISUAL ARTS** | New York, New York *March 2012*  
**Guest Lecturer** Presented my work through the use of typography; Answered questions related to the industry and careers; Giving more extensive advice to students by e-mail

**CAREERS IN THE FINE ARTS, UNIVERSITY OF PENNSYLVANIA** | Philadelphia, PA *March 2011*  
**Alumni Panelist** Participated in a panel for Undergraduate students focusing on Careers in the Arts; Advised several student attendees post-panel

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

#### DESIGN EXPERIENCE

**CONDÉ NAST, GQ MAGAZINE** | New York, New York *July 2011 – Present*  
**Art Director 04/12, Associate Art Director 07/11–04/12** Overseeing and managing 2–3 graphic designers; Working on invites, presentations, special sections (print/iPad), event signage/collateral, in-book promotion; Mentoring Entry- to Senior-level designers; Rebranding GQ Marketing Dpt.

**INDEPENDENT GRAPHIC AND WEB DESIGN PROFESSIONAL** | New York, NY *May 2009 – Present*  
**Freelance Designer** Clients include: GQ Magazine, Ai Weiwei: Never Sorry doc, Sweden Unlimited, Sundance Channel, Peter Som, Golf World Magazine and USA Network

**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; Created promotional ad campaigns

**AMEX PUBLISHING, TRAVEL + LEISURE MAGAZINE** | 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

#### AWARDS, GRANTS & ACTIVITIES

**AWARDS** | Marketer of Q4, GQ Magazine *2012* Awarded \$1,500 and \$1,500 gift card to Best Buy; 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](#)