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Rachel Gozhansky

Illustration. Presentation Design. Information Visualization

Rachel is equal parts right brained—creative and intuitive—and left brained—organized and analytical. She excels in areas where strategy and analytical thinking merge with design; in the areas of visual storytelling and information visualization.

CORE STRENGTHS

Strategic Analysis • **Design & Illustration** • **Detail & Precision**

SOFTWARE PROFICIENCIES

- ||||| Adobe Illustrator
- ||||| Adobe Photoshop
- ||||| Adobe InDesign
- ||||| Microsoft PowerPoint
- ||||| Microsoft Excel
- ||||| Microsoft Word
- ||||| Adobe Acrobat
- ||||| Camtasia
- ||||| HTML & CSS
- ||||| Accesibility
- ||||| Adobe Premiere Pro
- ||||| Adobe Animate
- ||||| jQuery

INDUSTRIES SERVED

- Legal Housing & Development
- Education Human Resources
- Healthcare Branding & Consulting
- Financial Book Publishing
- Retail Non-Profit
- Fraternity Food & Beverage

EXTRACURRICULARS

- Big Brothers Big Sisters of Central Texas, *since 2015*
- Lacrosse Official, *since 2017*
- CTWLOO Treasurer, *since 2019*
- Property Manager, Short Term Rental, *since 2018*
- SCBWI, Society for Children's Book Writers & Illustrators, *since 2016*
- AIGA, *since 2015*

EXPERIENCE

Present
—Mar 2016

Self-Employed Illustrator, Presentation & Information Designer

Create presentations, illustrations, documents, print collateral, templates, signage, Excel calculators, and infographics for a variety of clients and industries including Anthem, Nutrabolt, Foundation Communities, Tria Designs, Sodexo and Connections Education. Long-term contracts include:

- ongoing pres design contract w/ Nutrabolt Sports Nutrition (5-20 hrs/wk)
- 8 month graphic and presentation design contract in 2019 with Anthem Insurance Companies (20-40 hrs/week)
- illustrated and designed a 46 pg picture book for Diplomat Books: *Where Is Robin? Los Angeles* by Robin Barone. Created the cover and 22 interior illustration sketches for a second book that was put on indefinite hold.

Feb 2016
—Mar 2011

Connections Education

Graphic & Presentation Designer

Storyboarded and designed presentations for company executives. Designed and illustrated data visualizations and process documents. Illustrated multimedia for student educational tools and employee trainings.

Mar 2011
—Oct 2010

Project Manager

Managed the process and timeline of multimedia educational tools and A/V projects.

Aug 2010
—Jun 2010

EPIC: Electronic Privacy Information Center Law Clerk

Aug 2009
—Jun 2009

Harvard University, Berkman Center for Internet & Society, Cyberlaw Clinic Student Lawyer

Aug 2008
—Sep 2006

Carton Donofrio Partners

Strategy Analyst

Conducted & analyzed marketing research. Advised clients on brand, positioning and online communication strategies.

Aug 2008
—Feb 2005

Digital Production Artist

Made print production ready ad layouts. Retouched photography. Created illustrations. Designed logos and marketing materials. Laid out new business pitch books and RFP responses.

Aug 2008
—Sep 2004

Project Manager

Managed agency and client projects and new business pitches. Devised company project management system and agency intranet.

EDUCATION

May 2011
—Sep 2008

University of Maryland, School of Law, Baltimore, MD
Juris Doctor., Top 30%

May 2004
—Sep 2000

Columbia University, Columbia College, New York, NY
B.A. Liberal Arts