



# Rachel Apted

141 connections

Visual Coordinator at The University of British Columbia

Vancouver, Canada Area | Graphic Design

Current	The University of British Columbia, Rachel Apted   Communications Designer
Previous	The University of British Columbia, 4Cats Arts Studio, College Pro
Education	Emily Carr Institute of Art & Design
Recommendations	5 people have recommended <b>Rachel</b>
Websites	Personal Website

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### Summary

#### Breakdown |

- Emily Carr University - CDes. Graduate interested in professional experience within the project management, communications or design field upon graduation in 2015.
- Driven to pursue a future career in Creative Directing.
- Expansive experience in graphic design, project management, marketing, campaign development, and youth mentorship roles.
- Motivated Team Player, Goal & Results Oriented, Innovative, Organized Worker, Analytic Thinker, and comfortable in fast-paced environments.

Hello! I'm Rachel and I live in Vancouver B.C. where the skies are often grey and rainy but the people are always smiling. I'm a big fan of murder mystery novels, exploring old used bookstores, and pretty much anything to do with latin culture.

I began my love affair with the world of design and creations at a young age. Upon the completion of a degree in Communication Design I decided to learn to work for myself, which means being able to do something that I love. In the past few years I have been lucky enough to work for and with a host of wonderful people on numerous types of design projects.


I have a pretty great job as it allowed me to work with incredibly talented business adventurers, corporations, start-ups, and fellow designers; together we work to problem solve and find the perfect solution to make their product the best it can be.

For work, questions or collaborations, Please contact me.

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**Rachel Apted**  
--  
El Salvador

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### People Also Viewed



**Emanuel Ilagan**  
Communication Design + Art Direction




**Casey Hrynkow**  
Design Strategist and Innovation Catalyst




**Jacquie Shaw**  
Junior Designer at Subplot Design Inc.




**Brenna Randlett**  
User Experience Designer at Yellow Pencil



**Janine Merkl**  
Graphic Designer at Free Agency Creative




**Jean Chisholm**  
Freelance Designer at Vancouver & Prince George



**Erica Phillips**  
Graphic Designer at Freelance Design



**Alejandro Quinteros**  
Junior Graphic Designer at Educe Design + Innovation



**Gina Hetland**  
Research Assistant and Student Services at Emily Carr University of Art and Design



**Sarah Wilson**  
MFA Design Student at The School of Visual Arts NYC

## Skills

Visual Arts   Adobe Creative Suite   Art Direction   Marketing Communications

Customer Service   Team Leadership   Business Relationship...

Social Media Marketing   Employee Management   Children's Art

Production Planning   Product Management   Goal Oriented   Organizational...

Graphic Design   [See 14+](#)

## Education

### Emily Carr Institute of Art & Design

Communication Design, Graphic Communications  
2012 – 2015



Activities and Societies: Woo Magazine

### Queen's University

Visual Arts, Painting  
2010 – 2011



Visual Arts: Oil painting, Ceramic Sculpture

Activities and Societies: Junior Varsity Rowing Team, Student Representative for 1st year Fine Arts Department, Art and Set Design Instructor at KYAC (Kingston Youth Arts Cooperative), a outreach and non-profit arts school.

## Experience

### Visual Coordinator

The University of British Columbia

July 2014 – Present (9 months) | Vancouver, Canada Area



As Visual Coordinator my role is in development and project management of the "Make Your Mark" informational campaign to support the Community Health Science Centre (CHSC) building project. The CHSC will be the new home for UBC's School of Kinesiology (KIN), as a hub for a new vision of integrative and collaborative health. The CHSC will be a new space for KIN, a home for students, faculty, and alumni while providing services for the community.

I work to fill an imperative role as the lead designer of a strategic marketing campaign, through alternative strategic marketing tactics, brand development, brand recognition and social media promotion. The Visual Coordinator is responsible for designing all campaign elements necessary in the successful marketing of the Community Health Science Centre building project.

- Working in a team based environment for all campaign development, with close relations to the Special Projects Coordinator.
- Maintain and build relationships with School staff/faculty, alumni, and other members of the workplace community through successful informational promotion.
- Assisting to lead an 11-person student Action Committee to represent the diversity within the school for duration of project.
- Assisting in the monitor and direction all facets of sub-committee work (public engagement, video, social media).
- Create an informative marketing campaign which incorporates historical elements, education pieces, and facts in order to pass a referendum in 2015.
- Develop and execute all campaign branding.

### Freelance Graphic Designer

**Rachel Apted | Communications Designer**

September 2010 – Present (4 years 7 months) | White Rock, Vancouver BC

I specialize in branding, identity, business related media advertisement and promotions, visual collateral, logo design, packaging, and social media design.

We live in a fast paced world, one in which my brain is always moving and shaking, brain storming, problem solving, and designing solutions for an array of design challenges. For me design is a way to take my hobbies and interests of art and design and build them into more. Design just makes sense, why not make our world a little prettier.

Proficient In:

- InDesign
- Illustrator
- After Effects
- Photoshop
- MS Word
- Power - point

Capable with:

- Windows & Macintosh interfaces.
- Basic knowledge of coding and editing in both html, css and cms systems.

**Visual Coordinator: 2015 KIN Games Planning Committee**

The University of British Columbia

May 2014 – March 2015 (11 months) | Vancouver, Canada Area



In March 2015, UBC will host over 800 students from 30+ schools nation wide for the Kinesiology (KIN) Games. As the largest student-run undergraduate Kinesiology event in Canada, we strive to create an accessible KIN Games environment that thrives on student diversity, promotes student health and well-being, and fosters meaningful peer-to-peer connections.

- Responsible for the complete re-brand of 2015 KIN Including: branding, logo, swag, website graphic, sponsorship package.
- Worked together with Head Coordinator and other sub committees accordingly.
- Assisted in developing the official KIN Games forms and organization of materials.
- Collaborated with VP Public Relations, Head Coordinator, and VP Sponsorship to create a all elements.
- Ensured all design aspects are in line with the selected pillars of the games (Student Learning, Intercultural Understanding, & Sustainability).

**Children's Art Instructor & Studio Curator**

4Cats Arts Studio

April 2013 – July 2014 (1 year 4 months) | White Rock



4Cats Children's &amp; Adult Art Studio |

A Beautiful, Bright Sunlit Studio, Professional Art Materials Organized Beautifully On Shelves, Fresh Flowers, Wooden Easels, Quality Brushes Neatly Grouped In Pottery Cylinders, Graphite Pencils Sharpened And At The Ready. You Are Immersed In Art.

Part of an enthusiastic and creative team of instructors seamlessly executing a broad array of administrative and clerical functions in support of the art studio. While contributing additional expertise as an art instructor, curating lessons, and providing an educational and creative environment to foster growth in youth ages 4 - 18. Gaining invaluable expertise in the enforcement of rules and codes of conduct, conflict mediation, and counseling.

**Franchise Owner - South Surrey Territory**

College Pro

September 2011 – December 2013 (2 years 4 months) | Surrey



Assumed a lead role as the sole own of a residential home painting franchise dedicated to the execution of quality home improvement. Motivating employees through transparent communication and a teamwork based attitude. Leveraging the power of cold calling, marketing promotion, and high

customer satisfaction rate to drive the business. This highly competitive position required strong oral and presentational skills. Independent and quick thinking, problem solving, client management, and quality production execution were vital aspects to the position.

(Awarded Rookie of The Year & Top Grossing Sales for The South Surrey Territory)

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### **Graphic Designer**

Flying Horse Design Studio

May 2013 – September 2013 (5 months) | Fort Langley

Worked in a team-based design studio with fellow designers, to develop creative and innovative solutions. Communicating concept development effectively, building tight client relations, having an eye for detail and completing projects on tight deadlines were central assets to the position.

- Design production - work on existing files making changes, preparing files for print.
- Designing artwork on client requests and previously created materials
- Working on Wordpress website updating text and images
- Creating graphics for websites and social media
- Office administrative duties

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### **Sales Associate**

Kaboodles Toy Store

September 2011 – May 2013 (1 year 9 months) | Vancouver, Canada Area

Kaboodles Toy Store is a fun and fast paced environment. Staff were constantly on their feet answering and all questions about the large variety of products sold in the toy store. Staff has an immense knowledge of many of the newest and trending products in the children's toy world, and are warm and welcoming to anyone who walks through their doors.

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### **Kingston Youth Arts Cooperative (KYAC)**

Kingston Youth Arts Cooperative

September 2010 – April 2011 (8 months) | Kingston, Ontario

Teen Art & Design instructor for a non-for-profit youth at risk art school. Directed all aspects of the effective supervision of youth in an alternative art education program. Worked with the youth to build meaningful relationships, while acting as a mentor. Gained tactical ability in working through conflict resolution, and counseling. While maintaining the objective of the organization and execution of all set development for kyac's annual theatre production.

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### **Honors & Awards**

#### **Piece of Mind Award | App Design**

BC Psychological Association

May 2014

British Columbia Psychological Association Piece of Mind Award in Health Design for innovation in the field of Psychological Health and Well Being. Award was given for the development and creation of Headspace an app designed as a support and inspiration tool for those affected by Mental Illness.

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#### **Canadian Federation of University Women Award**

Canadian Federation of University Women

October 2013

For community involvement, and in support of further education.

**Dogwood District Authority Scholarship**

BC Surrey School Board  
2012

For excellence in non-academic field.

**Peninsula Arts Foundation Scholarship**

Peninsula Arts Foundation  
2011

In support of excellence, innovation, and diversity.

**Winsor Art Gallery - Exhibition of Headspace**

Winsor Art Galler  
June 2014

Exhibition of Headspace App and system designed to address mental illness and its affect on youth and family members within a household.

## Projects

**VCH - Quality Academy Project**

January 2013

The Quality Academy web design project is a collaborative assignment to re-evaluate and analyze a system within the Vancouver Costal Health under their BC Patient Safety. The project was to question the current websites functionality, and discovering though co-creation, and a lot of questions a new design strategy. To find out what is working and what is not, but importantly why it has not been successful in the first place. To develop an effective and functional Quality Academy web community.

**Visual Coordinator: 2015 KIN Games Planning Committee**

May 2014

In March 2015, UBC will host over 800 students from 30+ schools nation wide for the Kinesiology (KIN) Games. As the largest student-run undergraduate Kinesiology event in Canada, we strive to create an accessible KIN Games environment that thrives on student diversity, promotes student health and well-being, and fosters meaningful peer-to-peer connections.

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## Volunteer Experience &amp; Causes

**Volunteer**

Boys and Girls Clubs of America  
March 2013 | Children

The Boys and Girls Clubs is a volunteer driven agency. Volunteers are the heart and soul of the organization. There are hundreds of individuals each year, who give of their time, skills and

knowledge to help the clubs ensure that the needs of young people are being met. My position is in direct service working with the kids.

**Opportunities Rachel is looking for:**

- Joining a nonprofit board
- Skills-based volunteering (pro bono consulting)

**Causes Rachel cares about:**

Arts and Culture  
 Children  
 Civil Rights and Social Action  
 Education  
 Health  
 Human Rights  
 Science and Technology

**Organizations Rachel supports:**

Boys and Girls Clubs of America  
 Arts Umbrella  
 Canadian Cancer Society  
 Canadian Congenital Heart Alliance  
 BC Psychological Association  
 Kingston Youth Arts Cooperative  
 Vancouver Coastal Health

Languages

**English**

Native or bilingual proficiency

**Spanish**

Limited working proficiency

Publications

**Woo Magazine**

Emily Carr University  
 2014  
 Woo is Woo?

Taking it's name from the mischievous primate companion of Emily Carr, WOO is an experimental magazine which aims to showcase student artwork, criticism and creativity. Through ever-evolving manifestations, WOO has remained committed to creating publications which promote curiosity and reflect the temperature of the student body. The WOO team facilitates connections with established artists, curators, and alumni with the intention of engaging and contributing to the surrounding arts community. Submissions are accepted 3 times a year for printed editions, and we encourage feedback and written submissions for blog content throughout the year.

Authors: Rachel Apted, Sheri Poetker

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