

Rachel
Apted

STRATEGIC DESIGNER

W hey Rachel.ca
E rachelapted@gmail.com
T 778.628.7559
L Vancouver, CAN

EDUCATION & CREDENTIALS

BDes. Bachelor of Communication Design
Emily Carr University of Art + Design, 2015
Vancouver, CAN

Recipient of Piece of Mind Award
For innovation in design in the field of psychology.

1st yr. Bachelor of Fine Arts
Queens University 2010/2011
Kingston, CAN

KEY SKILLS

Marketing Strategy • Graphic & Identity Design • Campaign Development • Brand Management • Advertising & Promotion Strategy • Consumer Behavior • Market Research • Marketing Management • Event Planning & Promotion • Art Direction

TECHNICAL ABILITIES

PROFICIENT IN |

InDesign Photoshop
Illustrator MS Word
After Effects Power-point

CAPABLE WITH |

Windows & Macintosh interfaces. Basic knowledge of coding and editing in both HTML, CSS and CMS systems.

PROFESSIONAL EXPERIENCE

The University of British Columbia UBC, Vancouver, CAN
Visual Coordinator (Current Employer)

Fulfilling an imperative role as the lead designer of a strategic marketing campaign to educate stakeholders in UBC's School of Kinesiology campaign initiative. Through alternative strategic marketing tactics, brand development, brand recognition and social media promotion. Additionally acting as a liaison between the Dean of Kinesiology and the brand ambassadors, action committee, and the university. Providing regular contact with both and ensuring effective communication.

Stuck Apart, My Loud Speaker, & Red Letter Moments, Vancouver, CAN
Contracted Designer (June 2014 - Current Date)

Active involvement with design collaborations including many talented business adventurers, corporations, start-ups, and fellow designers; working to problem solve and find the perfect solution to make their product the best it can be. I provide my clients with creativity, high-quality, tailor-made design solutions to elevate their brand - through unique brand creation, identity design, clever marketing strategies, and thoughtful promotion.

Flying Horse Design Studio, Langley, CAN
Junior Designer (May 2013 - September 2013)

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.

4 Cats Art Studio, White Rock, CAN
Children's Art Instructor & Studio Curator (May 2013 - June 2014)

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.



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INVOLVEMENT

Boys & Girls Club, East Vancouver, CAN
Volunteer Youth Leader (2012 - 2013)

Queens University, Kingston, CAN
Varsity Development Rowing Team
Visual Arts Department Student Executive Rep
(2010 - 2011)

RCMP Kids Plays, White Rock, CAN
Youth Leader - After school sports club
(2010)

Student Council, White Rock, CAN
Vice President of EMS student executives
(2009 - 2010)

LANGUAGE SKILLS

English - *Fluent*
Spanish - *Intermediate*

REFERENCES

Robyn Freiheit
The University of British Columbia
Special Projects Coordinator
E robynmf@mail.ubc.ca T 778 . 888 . 3528

Chris Graig
College Pro
General Manager - South Surrey Territory
E chrissgreig@gmail.com T 604 . 805 . 5990

Christie Wengranowski
Owner
Flying Horse Design Studio
E flyinghorsesdesignstudio@gmail.com
T 604 . 619 . 6494

PROFESSIONAL EXPERIENCE

College Pro Painters, South Surrey, CAN
Franchise Owner (May 2011 - December 2013)

Assumed a lead role as the sole own of a residential home painting franchise dedicated to the execution of quality home improvement. Motivating employees though 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*)

Kingston Youth Arts Cooperative, Kingston, CAN
Set Design Art Instructor (September 2010 - April 2011)

Teen Art & Design instructor for a non-for-profit youth at risk art school. Directed all aspects of the effective supervision of youth in a 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.

RECOGNITION

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

British Columbia Psychological Association - *Recipient of Piece of Mind Award*
Awarded by the British Columbia Psychological Association in Health Design for innovation in the field of Psychological Health and Well Being.

Woo Magazine - *Publication of Disturbed Birds*
Publication of the design and creation of an adult illustrative short story book, based loosely around classic Aesop's Fables.

Canadian Federation of University Women - *Award Recipient*
For community involvement, and in support of further education development.