

# rachael novak

designer & illustrator

Located in Cleveland, Ohio

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## education

Bachelor of Fine Arts in Visual Communication Design  
Kent State University  
Graduated Cum Laude and with Honors in December 2008

Skilled in: InDesign, Illustrator, Photoshop, Dreamweaver, Flash, Freehand and Microsoft Office.

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## experience

### **Line Designer** | *American Greetings* | *Cleveland, Ohio*

Working in Core Conventional Card Planning to plan innovative card designs for various retailers. Working with Editorial department and Product Development to create card designs based on copy direction and trend discoveries. Constantly balancing art direction with specialty finishing options, attachments, and costing/pricing data.  
Jan 2010—Present

### **Rachael Novak Design & Illustration** | *Cleveland, Ohio*

Continuously seeking and producing freelance design work, clients include: Brokaw, Flourish, and Pat Walsh Design. Illustration clients include Cleveland Magazine: October 08 and March 09 issue.  
Jan 2009—Present

### **Designer** | *WhiteSpace Creative* | *Akron, Ohio*

Worked on WhiteSpace's American Greetings team; followed creative direction and completed card designs as guided by their planners. Had to understand production processes involved in a wide breadth of finishings and embellishments. Participated in the annual Create-A-Thon design event and aided in the creation of other WhiteSpace print projects when necessary.  
Aug 2009—Dec 2009

### **Intern** | *Chartreuse, Inc.* | *Lakewood, Ohio*

Experienced the workings of a small design studio while designing various printed material—ranging from annual reports, promotional pieces, and identities to large scale environmental work.  
Jun 2008—Oct 2008

### **Designer** | *Glyphix* | *Kent State University, Ohio*

Worked on a staff with other selected Kent State design students to complete various print projects for local area clients.  
Aug 2007—Dec 2007

### **Intern** | *Brokaw, Inc.* | *Cleveland, Ohio*

Worked in the Creative department designing ads, executing production work and concepting; learned about the workflow of a full-service advertising agency in attending photo and video shoots.  
Jun 2007—Aug 2007

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## awards & leadership

Portfolio of Distinction in Design and Illustration; Kent State Senior Awards | 2008  
Artist in Residence; Resident Assistant | Kent State Residence Services | 2006–2008  
Kent State Honors College Portfolio Scholarship | 2004–2008  
Scholarship through Printing Industries of Northern Kentucky and Ohio (PIANKO) | 2004–2008  
Dean's List | 2004–2008

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## exhibitions, etc.

*Made in the 216* | Presented by Room Service | Cleveland, Ohio | June 2010

*Characters* | Jefferson Studio | Tremont, Ohio | April 2010

*Traveling Event Exhibit* | 83 Gallery | Columbus, Ohio | March 2010

Backpacked through Holland, Germany, and Czech Republic for three weeks in summer of 2006; explored architectural sites and countless museums and galleries.

*References and portfolio available upon request, or visit [www.rachael-novak.com](http://www.rachael-novak.com).*