

# Rachel Wuerstlin

Designer | Art Director

## EXPERIENCE

### Sr. Graphic and Digital Designer

THE TRUST FOR PUBLIC LAND | MAY 2016 - PRESENT

I am currently on the marketing team at a national non-profit. I've had the privilege of hiring and managing 2 other designers, and filling in for the Creative Director while they were on an extended leave. I've worked on event branding, completed an issue of our bi-annual magazine, as well as creating various print & digital marketing materials, ad campaigns, merch, and more. On a daily basis I also art direct the younger designers, and help keep our team running smoothly as our interim project manager. I've been successful in unifying many of our brand materials and templates, and adding more digital-friendly formats to our mix.

### Graphic Designer

PACIFIC UNION COLLEGE | JUNE 2014 - FEBRUARY 2016

Worked as a designer in the PR and marketing department. Started as a student intern, and was offered a position after graduation. While there I was able to contribute designs to multiple marketing campaigns, and art directed several projects including an ad campaign and promotional materials for our art gallery. I gained experience with many printing and production methods, including magazines, clothing and merchandise, museum exhibits, signage, and more.

### Freelance

2014 - PRESENT

Contract work for wide range of projects including identity systems, advertising, and packaging.

### Visual Arts Dept. Admin. Assistant

PACIFIC UNION COLLEGE | JUNE 2014 - FEBRUARY 2016

Assisted the university's Visual Arts department Chair & managed the main office, including budgets, inventories, and purchasing for the department. I organized field trips, guest lectures, and social events, and managed dept. communications and social media. I was able to streamline office operations & created documentation for future employees.

## EDUCATION

B.F.A in Graphic Design  
Pacific Union College | 2014

## ACTIVITIES & GROUPS

### Adjunct Professor

Pacific Union College  
ARTD 253 Publication Technology  
Aug. 2015 - Dec. 2015

### Teacher

Inneract Project:  
Youth Design Academy  
Oakland, CA  
Feb. 2015 - July 2015

### Workshop Presenter

Publication Workshop:  
Pacific Union College  
2012, 2013, 2014

### AIGA Student Chapter Leader

Pacific Union College | 2013

## CONTACT

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