



## Rachael Balascak

Philadelphia, PA

RaeHeartsDesign@gmail.com

www.RaeHeartsDesign.com

*Passionate and inventive in design for video, web and print, with a love for typography. Accustomed to performing in deadline-driven atmospheres. Exceptional multi-tasking skills; able to manage several time sensitive projects simultaneously. Numerous customer service years and organizational nut.*

## EXPERIENCE

### **Broadcast Designer – 6abc ACTION NEWS Philadelphia, PA**

*April 2010 – present*

Responsible for daily/nightly news production graphics in a deadline driven atmosphere, working closely with producers. Designed numerous banners, full screen promos and other graphic stills. Also special animated ID's and on-air pre-production movies for newscasts.

### **Online Designer - Paul Fredrick Fleetwood, PA**

*April 2007 – December 2009*

Lead designer in charge of entire email and homepage campaigns. Played an integral role in the growth and development of the creative department with website redesign project while implementing new branding terms. Also worked with Creative Director to produce 8, 42 page catalogs quarterly.

### **Freelance Graphic Designer**

*2004 – present*

Responsible for the creation and development of websites, advertising collateral, including business cards, postcards, brochures, and newspaper ads, while implementing personal photography.

**CLIENTS:** PizzaComoPCPub.com, TreasuredBouquetWeddings.com, TallPinesLodge.net, RaeHeartsDesign.com, ImageHairKutztown.com, MapleLeafnconway.com

### **Internship - 401 Creative, Ltd Allentown, PA**

*July 2006 – August 2006*

Completed tasks such as vectoring images, masking photographs, and cataloging designs for future use. Demonstrated ability to learn and utilize new technology within a deadline. Aided in short movie production via Final Cut Studio.

## EDUCATION

### **Bachelor's of Fine Arts, Emphasis in Graphic Design, May 2006**

Indiana University of Pennsylvania – GPA: 3.78 summa cum laude

NASAD Accredited (National Association of Schools of Art and Design)

## TECHNICAL SKILLS

Platforms: Mac OS 9/10/X, Windows XP/Me/2000

Software Expertise: Adobe Photoshop, Illustrator, AfterEffects, Cinema 4D, VizRT, QuarkXPress, Dreamweaver, Fireworks, Freehand, Indesign, Flash, Office Suite (Word, Excel, Outlook and PowerPoint)

Photography: Black/White/Color digital knowledge, Color Correction

## HONORS

Member of Dean's Honor List, seven terms (3.75 GPA)

Provost Scholar, 2005

Recipient of The Robert Alico Jr. Memorial Scholarship, 2006

1st place – Best Wedding Invitation Design - CardsandPockets.com, 2009

### **Graphic Design Student Association**

Initiated, organized, and successfully led student organization on campus as Vice President and President. Produced 1st and 2nd issue of a 10-page magazine; including organizing articles, proofreading, and layout.

## SPECIAL TRAINING

2007 – Etail 2007- Washington DC

2008 – The Conference for Adobe® Photoshop® Users – Allentown, PA

2008 – Internet Retailer - Chicago, IL

2009 – CSS Tutorial - Philadelphia, PA