

# rachel teresa park

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a graphic designer and art director  
located in victoria, bc.

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## EXPERIENCE

### Hot House Marketing

ART DIRECTOR

*May 2017 to Present*

Focused on art direction, design, production, brand management and photography.

### Self-Employed

FREELANCE ART DIRECTOR

*July 2014 to Present*

Re-branded (and maintaining) a Vancouver prenatal course, branded (and maintained for 2 years) a brewery and worked with various clients requiring various types of work, print design, digital design, web design, etc. Contract work with various small agencies.

### Cypress Mountain

GRAPHIC DESIGNER

*September 2016 to April 2017*

Focused on art direction, design, production, brand management and photography.

### Admok Creative

JUNIOR GRAPHIC DESIGNER

*July 2015 to September 2016*

Focused on design, production and brand management for companies such as Mr. Lube and Boston Pizza.

### Beatroute Magazine - BC Edition

GRAPHIC DESIGNER/PRODUCTION

*June 2015 to August 2016*

### WAX partnership incorporated

ART DIRECTION INTERN

*July 2013 to August 2013*

Art direction a Christmas advertisement campaign for the downtown Calgary mall. Assisted on various print materials and pitched in when needed.

### Sled Island Music & Arts Festival

GRAPHIC DESIGN INTERN

*March 2014 to June 2014*

*and March 2013 to July 2013*

Responsible for creating communication materials, such as advertisements and posters. I also insured that the brand standards were consistent across all platforms.

### WAX partnership incorporated

DIGITAL DEVELOPMENT INTERN

*March 2010 to July 2010*

Researched and monitored the online presence of clients' competitors. I helped with the development of the agency's digital process and social media guidelines, overhauled their portfolio coding (from flash to html), and took part in the creation/brainstorming process for campaigns.

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## EDUCATION

### Emily Carr University of Art & Design

INTRO TO SCREEN PRINTING  
SPRING 2017

### Alberta College of Art & Design

BACHELOR OF DESIGN  
CLASS OF 2014

### Southern Alberta Institute of Technology

NEW MEDIA PRODUCTION DESIGN  
DIPLOMA, CLASS OF 2010

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## VOLUNTEER EXPERIENCE

### The Society of Graphic Designers Canada

ACAD STUDENT LIAISON

*January 2012 to June 2014*

### Alberta Animal Rescue Crew Society

PHOTOGRAPHER

*July 2012 to September 2012*

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## AWARDS & RECOGNITION

### AVA Digital Awards

2018, Winner in two categories:  
GOLD for best Web-based production/  
website design.  
PLATINUM for best digital  
marketing campaign.

### Applied Arts, Student Awards

2014, Winner in three categories:  
Design - Single  
Design - Series  
Complete Packaging Design

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