

Contact

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Top Skills

Graphics

Illustrator

Adobe Creative Suite

Languages

English

Honors-Awards

Special Judges Award

Best of Category

Lauren Rodil

Project Manager with a senior Graphic Design background.
Gatesville, North Carolina, United States

Summary

Art has always been my calling.

I really found my niche in my first graphic design class at university, and since then I've explored what it means to be a graphic artist & designer creating vector and image designs for advertising & marketing, merchandise promos, prepress, and print production, to name a few.

Many times this involved working one-on-one with clients to produce final designs to their specifications and satisfaction, which could prove challenging but also allowed me to grow in new directions. Project management became a skill I heavily leaned into over time, not only with my own work but in outside areas I also became involved with.

The happiness my customers express, their marvel and excitement, in seeing their ideas and concept come to life on the screen and in print continues to excite me and motivate my work.

Bringing their reality to life gives meaning to what's to come next!

www.rachelrodil.com

Experience

Future Reality Designs

7 years 9 months

Creative Director

June 2019 - Present (3 years 6 months)

2024 West Henrietta Rd, Bldg 6C, Rochester, NY 14623

- Promoted to a position overseeing all of Art and Design.

Lead Artist

March 2015 - June 2019 (4 years 4 months)

2024 West Henrietta Rd, Bldg 6C, Rochester, NY 14623

- Create/design company graphics, corporate identity, packaging, collateral materials, marketing materials, and merchandise using vector-layered designs and images.
- Create/design social media images, ads, and campaigns for the client.
- Create/design web layouts using images, concepts, and information provided per the client's specifications.
- Provide materials and research on current trends for marketing merchandise.
- Performs revisions and corrections throughout the design process.
- Prepare final images and print files to email files for release and transfer to the appropriate team(s) for any given platform.
- Responsible for project tracking and status updates.

Chowan University

Assistant Director of Printing Production

April 2014 - Present (8 years 8 months)

One University Place, Murfreesboro, NC 27855

- Design of graphic/print applications such as university/departmental graphics, selling materials, corporate identity, packaging, and collateral materials using typography, vector-layered elements, and images.
- Performs revisions and corrections throughout the design process.
- Completes rigorous Quality Assurance checks on own work.
- Prepares final print and email files for release and transfer to the appropriate team(s).
- Collaborates with outside vendors involved in the production process, including design studios, prepress houses, and printers.
- Excellent verbal and written communication skills.
- Keep detailed notes as the Secretary for the Marketing and Branding Committee.
- Impeccable eye for detail, strong organizational skills, and ability to meet tight deadlines.
- Team player and able to effectively communicate with various departments/stakeholders.
- Ability to adhere to tight deadlines and quick turnaround on edits and corrections.
- Comfortable working with both print and digital executions.

Labels Unlimited, LLC

Graphic Artist

November 2009 - February 2014 (4 years 4 months)

2505 Hawkeye Ct, Virginia Beach, VA 23452

- Create, proof, and/or prepare vector-layered artwork for Flexographic and/or digital printing processes.
- Verify that all artwork provided by the customer uses the correct die size, shape, and colors.
- Create vector artwork for customers based on provided information for review and approval.
- Prepare and print artwork to plate material for Flexographic/Digital printing.

Education

Pitt Community College

Associate's degree, Cyber Security · (May 2022 - May 2024)

Chowan University

Bachelor's Degree, Graphic Design · (2005 - 2009)

Gates County High School

High School · (2001 - 2005)