

RACHEL KASHON

PHONE (917) 553-4904 EMAIL rachel@rachelkashon.com WEBSITE www.rachelkashon.com

SUMMARY Strength in applying marketing and brand management to the design and art direction process. Ability to translate clients' business objectives into successful, unique design solutions. Skill at pinpointing areas to improve office productivity and overall organizational techniques.

EXPERIENCE **Kashon Design** Santa Monica, California & New York, New York
Art direction and branding for design firms and in-house creative departments

2007-PRESENT **ART DIRECTOR/OWNER**

2002-2004 Established and managed freelance design business. Design services included but not limited to: marketing collateral, publication design, client pitches, advertising design, and brand re-positioning.
CLIENT LIST Condé Nast (GQ Magazine), Hearst Communications, NBC Universal (Trio), and various New York-based design firms and advertising agencies

Kinney + Kinsella New York, New York

Branding, marketing, and design firm specializing in luxury goods clients

2004-2007 **ART DIRECTOR**

Created, developed, and managed brands along with their marketing programs and consumer presence. Provided art direction and design for national advertisements, catalogs, look books, photo shoots, video, and television ads for high-end jewelry, watch, and fashion clients. Worked directly with the Chief Creative Officer/Partner of the firm. Managed, hired, trained, and directed freelancers, retouchers, photographers, stylists, printers, and production houses.

The Knot, Inc. New York, New York

In-house creative department for multi-media wedding content provider

1999-2002 **ART DIRECTOR** (4/2001-8/2002)

PRIOR POSITIONS: **SENIOR DESIGNER** (2/2001-4/2001), **DESIGNER** (6/2000-2/2001), **JUNIOR DESIGNER** (10/1999-6/2000)

Part of the team responsible for overseeing brand development and ensuring its consistent application across all media. Art directed, developed concepts, executed layouts, and managed photo shoots and printing for nationally distributed *The Knot* magazine and *The Knot Weddingpages* magazine. Consistently met deadlines while managing teams of staff and freelancers on multiple projects simultaneously.

EDUCATION **New York University** New York, New York

2007 **SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES SPRING/SUMMER SESSION**

- Data Analytics, Interpretation, and Reporting
- Management, Planning, Control, and Effective Budgeting
- Decisions, Dynamics, and Leadership Styles

Washington University Saint Louis, Missouri

1995-1999 **BACHELOR OF FINE ARTS WITH BUSINESS MINOR**

Dean's List Fall 1995, Spring 1997, Fall & Spring 1998

Cumulative GPA 3.58

ASSOCIATIONS **American Institute of Graphic Arts**

2000-2001 **STUDENT MENTOR**

AIGA program in conjunction with the High School of Art & Design in New York City

1998-1999 **PRESIDENT OF SAINT LOUIS AIGA STUDENT CHAPTER**