

RACHAEL PAPP

 Tempe, AZ

 224.565.4281

 rachaelpapp@gmail.com

 rachaelpapp.com

SUMMARY

Hard working, energetic, and creative thinking graphic designer. Exceptional multitasker especially in project management, as well as independent design projects and teams.

EDUCATION

Bachelor of Arts: Graphic Design

The University of Wisconsin - Parkside
Kenosha, Wisconsin | 2018

Certificate: World Wide Web Development

The University of Wisconsin - Parkside
Kenosha, Wisconsin | 2018

ACCOMPLISHMENTS

Dean's list

Signage and logo designs chosen for UW-Parkside's Digital Fabrication Lab

Design chosen to be fabricated with another student on a collaborative project for Parkside's 50th year

SKILLS

Illustrator	Acrobat
Photoshop	Fusion 360
Indesign	HTML, CSS
After Effects	

Strong Work Ethic
Communication
Able to share opinions
Organized
Detail Oriented

WORK EXPERIENCE

GRAPHIC DESIGN ADMINISTRATOR

Turning Point USA - Phoenix, Arizona | 05/2019 - Current

Created Promotional Graphics for over 494 student chapters across the country

Collaborated with marketing team to create topics for collateral

Branded events which housed over 1,000 guests

Designed look and feel of the new Alumni Program

Worked with HTML coder in order to create appealing and custom monthly newsletter

Design new semester long activism kits for US and UK students. Kits included: buttons, stickers, foam boards, etc...

Made merchandise to be sold in the official TPUSA store

Created custom font to be used in the official TPUSA brand guide

Made social media graphics seen by over 1 million followers and millions globally

Abided by company brand guide

Created last minute material for news outlets on a tight deadline

ADVISOR

The Commons - Milwaukee, Wisconsin | 09/2018 - 012/2018

As an Alum of The Commons program I was asked to be a member on the advisor board

Met with a start-up group in order to give them feedback on customer discovery, beachhead markets and different design strategies

Collaborated with other advisors on how to enhance our team's performance

Encouraged the team before they gave final presentation at Demo Day

INNOVATION CONSULTANT / FELLOWSHIP

The Commons - Milwaukee, Wisconsin | 06/2018 - 08/2018

Provided recommendations to businesses in order to enhance performance in strategic planning, marketing and innovations

Contract work was provided as an exclusive summer internship

Businesses included: Briggs and Stratton, Inception Health, American Family Insurance and Bright Cellars

Created the brand identity for our teams solution to Inception Health's critical path project which we call "Enroot"

Created examples of marketing strategies for Briggs & Stratton presentation which included: banner ads and social media ads

Presented our teams ideas to Company CEO and senior leadership

INNOVATION INTERN

The Commons - Milwaukee, Wisconsin | 02/2018 - 04/2018

Selected as one of the 75 students from 24 Wisconsin colleges and universities.

Worked on a strategic critical path project for a major corporation looking to access new entrepreneurial talent

Created a multi-faceted loyalty program for global corporation Manpowergroup

Established a beachhead market and business market for the product we intended to implement

Presented final project to chief executive officers and senior leadership teams