

RACHELLENIDRASOMMA

GRAPHIC DESIGNER

TEL: 757.404.6041

EMAIL: RACHELLESOMMA@GMAIL.COM

EDUCATION

Virginia Commonwealth University, Richmond, VA

BFA in Communication Art & Design 2006

Major Focus: Graphic Design

Specialty Area: Photography

EXHIBITIONS

Anderson Gallery, Richmond, VA May 2003

Sundance Channel - Aired *Umbilical Severance* Summer 2003

Brooklyn Film Festival, *Umbilical Severance* October 2004

Featured in *Shiatsu* by Corrina Somma August 2005

Assisted Photographer at 3rd Ward Gallery April 2007

SKILLS

InDesign CS4, Photoshop CS4, Illustrator CS4, Quarkxpress, Dreamweaver, Flash, Keynote, FileMaker Pro, Quickbooks, PowerPoint, Word, Excel, Photography, Videography, Vinyl Sign Production, Book Binding, Photo Retouching, On Press Supervision and Production.

EXPERIENCE

Marsh & McLennan Co., New York, NY September 2006 – Present

Freelance: Designer and project manager of a triannual magazine publication.

O&J Design, Inc., New York, NY September 2006 – July 2008

Designer: Design, concept exploration, and project management for a small design firm. Projects encompass all areas of print and digital media including package design and branding/identity systems.

Iyengar Yoga, New York, NY November 2007 – Present

Freelance: Redesigned and updated their Fall/Winter 2007 Schedule brochure by creating a clean, concise and easy to read systematic design.

217 Design Photography, New York, NY July – November 2007

Freelance: Created a branding/identity system, including business cards and website for a professional photographer.

Colley Avenue Copies & Graphics, Norfolk, VA Summer 2006

Junior Designer: Assisted with identities for small businesses, facilitator for client meetings, supervisor of mass printing production, and aided with vinyl sign production.

Port Discover, Elizabeth City, NC January 2006

Freelance: Designed a brochure-style website, including layout, graphics, and photography, for a hands-on children's science center.

Lauren Hoffman, New York, NY July - December 2005

Freelance: Assisted with the layout and design for an album produced in London. Acted as assistant director for the music videos for the DVD and coordinated a photo shoot for the DVD cover.

Jason Akira Somma, New York, NY June 2004

Freelance: Created brochures and postcards for dance performances and was an assistant director with the filming of dance shorts promoting dance on film.

References available upon request.

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CLIENTS

217 Design Photography

Agatston Research Foundation

Anahata International

Cameron-Cole, LLC

Dearraindrop

Duracell

FilmGo.net

Gap Inc.

Gina Gibney Dance

Ideonexus.com

iQmedia Networks

Iyengar Yoga Institute

Kraft Foods

Kohlberg Kravis Roberts & Co.

Management Solutions of Virginia

Marsh & McLennan Companies

New York City Shaolin Center

Port Discover

Quaker Foods

Slick Photography

South Beach Diet

The Pepsi Bottling Group

Tempur-Pedic North America, Inc.

University of Pennsylvania - School of Medicine

Virginia Breastfeeding Advisory Committee

Waterfront Media