

## RACHEL LARSON

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<https://raelarson.carbonmade.com/>

### EDUCATION

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**Ringling College of Art & Design**, Sarasota, FL  
B.F.A. Major: Illustration. Minor: Visual Development  
May 2018 G.P.A 3.44/4.0

**Lesley College of Art and Design**, Boston, MA  
Pre-college program, July 2012  
Digital Illustration course work.

### HONORS / AWARDS

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Scholastic Art and Writing Awards, *The Boston Globe* and The School of the Museum of Fine Arts, (2014) Portfolio Awarded a Gold Key for "excellence in visual arts"

Preliminary Level Drama Fest, The Massachusetts Educational Theater Guild Board of Trustees and Executive Councils, (2014) All-Star Award for "technical excellence in Scenery Execution"

### ILLUSTRATION / FREELANCE EXPERIENCE

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**Design Team Intern**, ITEC Entertainment, Orlando, FL Summer 2017.

Worked as part of a pipeline to design entertainment solutions for theme parks, restaurants, and roller coasters world wide:

- Painted Key Art and Thematic Overlays; compiled in InDesign to present to client for suggested theming and changes.
- Used Photoshop and Illustrator to create signage and graphics for various elements in parks.
- Attended project meetings and analyzed work through critiques; modified visuals from feedback under deadlines.
- Worked under an NDA.

**Children's Book Illustrator**, St. Petersburg, FL Summer 2017- Present.

Worked with author to design and execute 15 full illustrations and 30 spot illustrations:

- Designed multiple iterations of characters based off of an original story and used Photoshop to create painted illustrations.
- Designed Front and Back Covers as well 37 page spreads, including type.

**Freelance Illustrator**, Private Clients, nationwide, 2012 - Present

Created custom artwork using design, color, and rendering skills for companies and private clients

- Worked on time-sensitive deadlines; executed graphic designs and illustrations for a start-up company.
- Communicated with customers to develop custom pieces: book covers, portraits, decorative paintings, and logos.

### PUBLIC RELATIONS EXPERIENCE

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**Orientation Leader**, Ringling College of Art and Design, Campus Activities Board, Sarasota, FL summers 2016 and 2017.

Led orientation activities during that helped 475 freshmen in their assimilation to college:

- Capitalized on advanced communication skills, executed small group sessions, ice breakers and scavenger hunts.
- Filmed information and humorous training videos that pinpointed critical service offices and staffs.
- Diplomatically responded to parents' questions on college, dorm, and cultural issues under frequently stressful situations.

**Fitness Associate**, Ringling College of Art and Design Fitness Center, Sarasota, FL August 2016 – present.

Monitored and maintained the fitness center and assisted with a variety of exercises:

- Trained students on appropriate and safe use of equipment; insured safe and clean equipment.
- Verified insurance status for access card clearance; maintained required paperwork on all facilities and equipment.

**Campus Activities Board Worker**, Ringling College of Art and Design CAB, Sarasota, FL August 2017 – present. Monitored and maintained the office and assisted with a variety of campus activities:

- Helped facilitate campus events.
- Input data, checked out recreational equipment, and approved posters for campus activities.

**Outreach Educator**, North Shore Alliance of Gay and Lesbian youth, Salem, MA 2012-2014.

Led discussions and spoke to youth groups about acceptance:

- Developed and delivered age and learning style appropriate group messages to youth that trained on life-style acceptance, respect for individuals, and equality; offered faculty trainings on responding to LGBTQ student issues.
- Spoke on a panel at World Pride Conference in Boston that verified the value of self and group cultural dynamics.

### ART SKILLS / TECHNIQUES

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Advanced working knowledge of Photoshop and Illustrator and working knowledge of Zbrush, InDesign and Sketch up, on Mac platform. Proficient with traditional media including oils, acrylic, and graphite; skilled figure and portrait painter. Official Note Taker for the college; Student Ambassador, People to People, Japan, summer 2013. CPR / First Aid Certifications.