

# JESSICA M RAUCH

but please, call  
me "Jessie"

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**Multitalented graphic designer with a high level of proficiency in designing for web standards and usability. Experienced in the development of typographic and branding systems, and in translating brand style guides to the web. Nine years of professional experience in visual design and interactive development, including agency work and Fortune 500 clientele.**

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## EXPERIENCE

### JESSIE RAUCH, DESIGN

MARCH 2001 — PRESENT

*Art Direction, Design, Interactive Development*

- Freelance design consultancy offering full-scale web design and development, Flash design, logo and branding, illustration, posters and print campaigns.
- Solicit, manage and execute web, design and print projects.
- Write design briefs, develop creative, present concepts and executions to clients.
- Negotiate and manage budgets and timelines.
- Hire and direct freelance programmers, designers, copywriters, information architects, as needed.
- Clients include: Rhode Island School of Design Department of Graphic Design, M.A.C. Cosmetics, Clinique, Bobbi Brown, University of Oregon Cultural Forum

### RAZORFISH, INC.

SEPTEMBER 1999 — FEBRUARY 2001

*Experience Designer*

Cambridge, Massachusetts

- Graphic designer for multinational interactive agency.
- Design duties included: creation of mood / concept boards, development of Photoshop web templates and graphics, logo design and branding, Flash and ActionScript development.
- Assisted Creative Director with creative pitches, client presentations and design workshops.
- Collaborated with Interface Developers and Information Architects.
- Provided direction to Associate Designers and production team.
- Promoted from Associate Designer in January 2000.
- Client work for: Estée Lauder / Gloss.com, Sun Microsystems, PictureTel, ReserveMyTable.com, PartsDriver.com

### USWEB / CKS, INC.

MAY 1999 — SEPTEMBER 1999

*Interaction Designer*

Burlington, Massachusetts

- Web developer for multinational interactive agency.
- Translated Photoshop web templates into HTML and JavaScript.
- Worked closely with both graphic designers and database programmers to ensure a cohesive final product.
- Client work for: GetConnected.com, The Franklin Mint

## EDUCATION

### RHODE ISLAND SCHOOL OF DESIGN

MASTER OF FINE ARTS IN GRAPHIC DESIGN

*Dean's List, Graduate with Honors*

Providence, Rhode Island

September 2005 — May 2008

### SMITH COLLEGE

BACHELOR OF ARTS IN COMPUTER SCIENCE

*Dean's List, Mary Maples Dunn Scholar*

Northampton, Massachusetts

September 1995 — May 1999

## SKILLS

### WIZARD-LIKE MASTERY

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Flash 8 / ActionScript 2.0
- Standards-based web design with hand-coded XHTML, CSS

### BATTLE-TESTED EXPERIENCE

- Animation, motion design and film editing with After Effects, Final Cut, Quicktime, iMovie, DVD Studio Pro.
- ExpressionEngine development, WordPress template creation
- Scripting with JavaScript, PHP

### RAMPING UP

- Sound editing and production with Abelton Live, Soundtrack
- Flash CS3 / ActionScript 3.0
- MySQL, phpMyAdmin

## TEACHING

RHODE ISLAND SCHOOL OF DESIGN

Providence, Rhode Island

*Workshop Instructor*

Flash Design + ActionScript for Designers (Spring 2007)

*Graduate Teaching Assistant*

History of Graphic Design (Spring 2008)

Here. Then Gone. (Fall 2007)

Form+Communication (Fall 2006)

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