

Rachel L. Gnesevich

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EDUCATION

Purdue University Northwest - Hammond, IN Dec 2023
Bachelor of Arts in Visual Communication Design Minor: Sociology

TECHNICAL SKILLS

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Premier, Microsoft Suite, Google Suite, HTML, Canva

RELEVANT COURSEWORK AND PROJECTS

Rebranding Project

Visual Communication Design II, Purdue University Northwest 2022

- Researched the consumer market to create an overhaul for the tea brand Motea
- Used Adobe Photoshop, Illustrator, and Indesign to create logos, merchandise, packaging, and signage
- Created brand guidelines and manual

Packaging Design Project

Visual Communication Design III, Purdue University Northwest 2022

- Researched consumer market to redesign packaging for Target's Up&Up vitamins.
- Designed in Procreate and Adobe Illustrator
- Used Adobe Photoshop to create mockups of the final design
- Created a brand guideline for materials, fonts, and colors used.

Six-Page Layout Design

Typography, Purdue University Northwest 2023

- Created a six-page brochure on climate change
- Used Adobe Illustrator to create the illustrations as well as the typography

EMPLOYMENT EXPERIENCE

Steamwhistle Coffee Roasters - Crown Point, IN

Lead Baker and Barista 2023 - present

Menards - Merrillville, IN

Cashier 2021 - 2023

Dairy Queen - Crown Point, IN

Manager 2016 - 2021

Lake County Elections - Lake County, IN

Poll Worker Bi-annually 2016 - present