

Rachel Hershfield

Phone: 403.246.8609 Fax: 403.206.7571 E-mail: rachel@foliopublicationdesign.com

Special Skills

Graphic designer
Print production specialist

Detail-oriented perfectionist
Advanced knowledge and use of typography

Employment

Freelance Graphic Design *November 2001 to present*

- Design and production of various print projects (brochures, magazines, annual reports, corporate identity packages).
- Preparing documents for printing and liaising with printers as necessary.
- Project management, design and production of complete books (covers and interiors).
- Liaising with clients throughout complete production process (revisions, providing PDF and/or hard copy proofs), preparing final disk for printer.

Radiant Communications Ltd./Thinkinc Communications Ltd. *February 2000 to August 2001*

Graphic Designer/Print Production Specialist

- Design and production of various print projects (ad campaigns, magazines, annual reports, corporate identity packages).
- Preparing documents for printing and liaising with printers as necessary.
- Project management, design and production of complete books (cover and interiors, soft and hardcovers).
- Working as part of a team in working out the overall theme, design and layout of project, taking design concepts and laying out final projects in QuarkXPress.
- Liaising with clients throughout complete production process (revisions, providing pdf and/or hard copy proofs), preparing final disk for printer.
- Editing and proofreading of all out-going materials.

Alberta Views Magazine *March 1999 to January 2000*

Art Director

- Design and production of semi-monthly magazine. Layout of regular and feature articles.
- Assigning art/photography to illustrators and photographers.
- Scanning, outputting final disk for printer. Press checks.
- Design and production of website.

Adobe Systems Incorporated *May 1997 to March 1999*

Image Editor – Visual Content Group

- Development of image lists and the coordination of development activities.
- Editing for Adobe Image Library's stock photography and illustration titles.
- Photoshop image editing of photos, illustrations and objects.

Graphic Designer/Assistant Supervisor – Advanced Technology Group

- Administered the organization and delegation of the creation of graphics files, as well as the management/tracking of production for Adobe Systems Incorporated website.
- Responsible for designing images for the online electronic commerce site. Design and production of graphical representations of all of Adobe Systems Incorporated's products/collections: clip art, stock photography and fonts.

Software

Adobe Acrobat
Adobe Illustrator
Adobe InDesign
Adobe Photoshop

Microsoft Office
Macromedia Dreamweaver
QuarkXPress

Book Design

Cover Design

The Ancient Mysteries
University of Pennsylvania Press
The Saxon Mirror
University of Pennsylvania Press
China, the United Nations and Human Rights
University of Pennsylvania Press
Culture and Adultery
University of Pennsylvania Press
Homo Narrans
University of Pennsylvania Press
A Hiker's Guide to Art of the Canadian Rockies
Fifth House Publishers
A Hiker's Guide to the Rocky Mountain Art of Lawren Harris
Fifth House Publishers
Just Another Indian
Fifth House Publishers

Cover & Interior Design

Courage
Site Projects
Mushkid
Off Leash Enterprises
Average to Awesome
Successful Retirement Strategies Ltd.
The Last Best West
Fifth House Publishers
Emil Brut
Bayeux Arts Ltd.
Eurydice's Song
Bayeux Arts Ltd.
Only the Lonely
Fifth House Publishers
Best Bulbs for the Prairies
Fifth House Publishers
Blazing the Old Cattle Trail
Fifth House Publishers
The Sodbusters
Fifth House Publishers
High Plains
Fifth House Publishers
Firewater
Fifth House Publishers

Education

B.A. The University of Calgary
M.A. The University of Calgary

References available upon request