

Introducing...

Name	Rachel Kaiserblueth
Profession	Senior Designer / Art Director
Date of Birth	23 December, 1980
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Portfolio Website	www.kaisermelon.com

Manifesto

I'm a Senior Designer with more than 15 years experience in the graphic and interactive design industry. My experience has included time spent working for large advertising and interactive agencies as well as for smaller boutique design studios, retail companies, photographers and I run my own worldwide freelance business.

I started my career in Australia and was accepted into the industry's top two Creative Advertising courses. Since then, I've worked with a variety of design teams, photographers and programmers across the world, managing projects, leading teams, handling clients and assisting Creative Directors in Sydney, Milan, New York and London. I have now returned to Sydney.

I am extremely organised and used to working to tight deadlines, regardless of the time zone. I enjoy new challenges and thrive on pulling and pushing brands in all directions, not forgetting the little details.

I'm experienced in all Adobe software, Wix and a wide range of project management applications. I've designed for web, print, packaging, branding and the new generation of smart products including phone and tablet apps.

Brand Experience (a small taste of the range of brands I have worked on)

Aero Adapt	ESPN	Ocado
Ben Gurion University Foundation	Kimberly-Clark	Pfizer
Brocade Home	La Rinascente	Porsche
Capital One	Lindt & Sprüngli	Saudi News Today
Children's Book Council	Lance Armstrong Foundation	Singapore Airlines
Circuit City	La Rinascente	Target
Debenhams	Manchester United	Tissot
Diabetes UK	Nike	Toyota
Dunkin's Donuts	Nuffield Health	US Bank

Referees

Danny Senecky	Aero Adapt	+61 (0)2 9669 6779 / dsenecky@aeroadapt.com
Shawna Starkman	Sandstar Designs	+1 917 951 3141 / sandstar76@gmail.com
Jeremy Kelly	BGUF	+44 (0)741 466 6625 / jeremy@bguf.org.uk

Full Time

Ocado, Online Retail (London, UK) - marketing communications team lead / art director

Lead the creative team that produced all photography, print and digital design work aimed at the public from the internal marketing department (2011-2012)

Serious USA, Interactive Media (New York, USA) - senior designer

Digital interface and packaging design as well as graphic support and design team co-ordinator for all marketing, pitch and sales work (2006-2009)

Batey Kazoo, Advertising Agency (Sydney, Australia) - designer

Advertising design and production. As the only person in the studio, I managed the workload of all clients from basic layout to final production (2003-2005)

Designroom, Design Studio (Milan, Italy) - design internship

Identity, print and packaging design (2003)

Contract • Freelance (a full list is available on request)

Ben Gurion University Foundation - brochure and web design, event promotion (London, 2014-ongoing)

Aero Adapt - branding, brochure design, outdoor signage, web design (Sydney, 2013-ongoing)

Freerange Fitness - branding (London, 2016-2017)

iRoko Partners - UX and phone app design (London, 2012)

Ve Interactive - branding, photography, web and phone app design (London, 2012)

BPDS - branding, brochure design and POS (London, 2010-2011)

Maven - branding, print, catalogues and digital media (London, 2010-2011)

JP Creative - branding, print and digital media (London, 2010)

Sandstar Designs - branding (New York, 2010-ongoing)

Fjord - UX, web media and phone app design (New York, 2010)

Six Foot 4 - branding, brochure design and digital media (Sydney, 2009-ongoing)

Brocade Home - print, promotional and digital media (New York, 2009-2011)

Betty Beauty - branding, packaging, print design and digital media (New York, 2009-2010)

StarQmedia - branding, print, digital design, UX and photography (New York, 2008-2010)

Education

Tertiary

Bachelor of Design (Honours), University of NSW, Australia

Bachelor of Design, University of Illinois, USA (exchange program)

Additional

AFA (Advertising Federation of Australia) - Copywriting

AWARD School - Creative Advertising

