



RABEL BETSHMUEL

Cell: 773-727-3435

Web: www.rabelcreative.com

E-mail: info@rabelcreative.com

SUMMARY

A creative, detail-oriented graphic designer and multimedia professional with extensive experience in typography, digital illustration, photo editing/retouching, branding, print production/procurement, web graphic design, video editing, advertising and design conceptualization. A versatile and intuitive team player who conceives and generates innovative graphic art, driving business growth and securing a profitable future for an organization.

TECHNICAL SKILLS

Platforms: Macintosh OS 9/10, Microsoft Windows XP/Vista

Software: Adobe CS3/CS4, Photoshop Extended, Illustrator, InDesign, Acrobat Pro, InCopy, Lightroom, Genuine Fractals, Quark Express, Dreamweaver, Flash, Premiere, Final Cut Pro, Director, Word, PowerPoint, HTML, CSS, Mac OS 10 Troubleshooting, Training and Development of Design Software

EXPERIENCE

U.S. Foodservice, Lead Graphic Designer, 2009 – Current

- I design, manage, and implement creative print and web media strategies for the Monarch Food Group (Stock Yards, Harbor Banks, Bluewater, Patuxent Farms, Foodsight and Points of Focus), National Sales and Corporate Communications.
- Assigned projects include but not limited to: recipe brochures, books, product catalogs, sales training material, product fact sheets, advertisements, online newsletters, posters, invitations, website design, e-blasts and trade show related graphics.
- I act as a liaison between U.S. Foodservice and outside print vendors and 3rd party resources for the purpose of ensuring final project production and pricing.

Walgreens Health Services, Senior Graphic Designer, 2004 – 2009

- Held responsibility for conception, execution and production of graphic art for WHS division.
- I designed sales kits, brochures, catalogs, patient/clinician educational materials, scientific poster presentations, client communications, trade show booths, advertising/marketing collateral and training materials.
- Collaborated with project managers to create effective campaigns and achieve business objectives.
- Developed Adobe InCopy training manual for marketing department. Produced three training sessions, including video tutorial. Improved work flows and decreased routed drafts by 40%.

Wells Lamont, Graphic Designer, 2002 – 2004

- Developed conceptual designs for annual catalog, product brochures, packaging and point-of-purchase displays.
- Photographed products for catalog and web use. Retouched product photos/displays.
- Produced multimedia video presentations of various product lines for sales team.
- Researched and maintained budget on Macintosh software upgrades. Resulted in a 30% savings for design department.

Rabel Creative, Freelance Graphic Designer, 2001 – Current

- Design and art-direct catalogs, ads, brochures, calendars, CD covers and brand development.
- Design and produce websites, on-line marketing, and short documentaries.
- Collaborate with clients to create graphic design projects from concept to completion.

RELATED EXPERIENCE

Kinnara Productions, *Proprietor and Executive Producer, 2004 - Current*

- Responsible for the production, distribution, and promotion of commercially released CDs.

EDUCATION

Loyola University, *Chicago, Illinois*

Bachelors in Graphic Design/Multimedia and Drawing/Painting