

Rochelle
Ratkaj

Designer

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RAKKAJ

Profile

I am an enthusiastic graphic designer with 5 years of experience in creative and production deadline-driven environments. I work well independently and also as part of a team and am always looking to expand my horizons and learn new things.

I am trained in the Adobe Creative suite as well as QuarkXPress, and am competent in Microsoft as well as Macintosh environments. I have experience in the selection of specialty printing, paper selection, and color production. I possess a strong ability to clearly communicate the design process and concepts to colleagues and clients.

I'd like to share my devotion with an employer who will reward my diligence with a creative, energetic work environment. Learning and growing professionally while making meaningful contributions is my immediate personal goal.

Education

Bradley Academy for the Visual Arts, York, PA
Associate Degree in Specialized Technology,
December 2004
Major: Graphic Design

Experience

Graphic Designer - Womens' Team, Duluth Trading Company

Madison, WI 2010-Present

As the Graphic Designer for the womens' team, I assist in the development of the new Duluth Womens' brand. I am responsible for developing our catalog layouts while helping drive the direction for the brand. I attend and assist in the direction of photoshoots featuring our "real women" models in working situations to create a branded feel that works for our target audience. I also assist in PR, though designing invitations, emails, newspaper and magazine ads.

Graphic Designer- Corporate Initiatives, Kohl's Department Stores

Menomonee Falls, WI 2008-2010

In this position I work to develop and maintain the Kohl's corporate brand. Specific focus includes our community outreach programs, green program, registry department, gift cards, recruitment, and HR informational pieces. I work as a part of a team to complete jobs under tight deadlines while managing multiple schedules. I work directly with production designers to communicate a clear direction and help determine business critical changes throughout the proofing process.

Tab Concept Designer, Kohl's Department Stores

Menomonee Falls, WI 2006-2008

As a Tab Concept Designer I worked directly with the buying offices for Accessories, Kids, and Juniors to design page layouts for their upcoming ads. Thorough knowledge of the their business and objectives was a must. The other side of my position consisted of advanced planning for cover concepts for high profile ads such as Anniversary sales, Grand Openings, and Christmas sales.

Graphic Designer, Bon-Ton Department Stores

York, PA 2005-2006

During my time at Bon-Ton, I gained creative experience in retail advertising while designing and concepting tab, ROP, mailers and direct mail advertising. I worked within a design team and worked closely with a writer to create a cohesive message.

Creative Designer, Appleby Systems

York, PA 2004-2005

My responsibilities included designing direct mail for the Mid-Atlantic audience and attracting leads through the web and direct mail pieces. I worked with outside vendors and printers to ensure print quality as well as cost effectiveness.

Achievements

AIGA member, 2004 to present

Founding Member AIGA Central Pennsylvania, 2006

National Dean's List, 2004

Alpha Beta Kappa National Honor Society, 2004