



REBEKAH GEMMELL

advertising | graphics | interactive

EDUCATION

B.F.A. Kutztown University of Pennsylvania | Kutztown, PA
Major: Communication Design
Concentration in Advertising and Interactive Design
Graduation: May, 2017

SKILLS

- Fluent in Adobe Photoshop, Illustrator, After Effects, Acrobat, and InDesign
- Fluent understanding of HTML, CSS, SCSS
- Strong understanding of UX/UI
- Clever Concept Generator
- Strong with hand typography & Illustration
- Graphic Design, Web Design, Fashion Design, Sewing

DESIGN EXPERIENCE

Graphic Designer

Housing, Residence Life, & Dining Services | Kutztown University, Kutztown, PA January 2016-Present

- Responsible for designing hundreds of posters, logos, and t-shirts that were used all over the University
- Created branding material that was used as a recruitment tool for potential students across the country

Design Intern

Lehigh Mining & Navigation | Bethlehem, PA | October-December 2016

- Attended client meetings and interacted with clients
- Contributed to brainstorming and concept creation for advertising campaigns
- Assisted in designing logos and graphic materials for various clients

Freelance Designer

Rebekah MacDonald Design | Downingtown, PA | 2014-Present

- Managed multiple clients, budgets, and invoices
- Created portfolio websites, 360 branding campaigns, logos, web designs and more

Freelance Fashion Designer

RM Designs | Downingtown, PA | 2012-Present

- Managed multiple clients, budgets, and invoices
- Designed and sewed various articles for clients including prom dresses, a wedding gown, shirts, shorts, and menswear

AWARDS & HONORS

Graphis | New Talent Annual-**Gold** | 2017
Dean's List | 2015-2017
'Fashioning Concepts' | Advertising Gallery Show
Kutztown, PA • 2015

WORK EXPERIENCE

Nanny

Care.com | Downingtown, PA
2012-2016

- Cared for 3+ children at a time
- Taught Art and Sewing lessons

CAMPUS INVOLVEMENT

Designathon Lead Designer-Volunteer

Kutztown University | Kutztown, PA
March, 2014

- Worked around the clock for a 24-hour period to design a branding campaign for a non-profit organization
- Led a team of designers to collaborate ideas and manage a schedule

Secretary for Kutztown Christian Fellowship

Kutztown University | Kutztown, PA
January 2015-May 2017

- Planned events for 250-300 people
- Leadership role in running weekly meetings
- Responsible for taking notes during meetings and contacting the University to plan events