



# RACHAEL WOLTER

## Professional Experience

### WEB DESIGNER AND DEVELOPER *Kiar Media LLC*

6/2019-Present  
De Pere, WI

- Designing, developing and maintaining business and eCommerce websites, including backing-up and launching.
- Writing, troubleshooting and proofing code for consistent representation across supported devices and browser platforms.
- Programming and updating existing sites to comply with ADA standards.
- Responsible for SEO initiatives, including email promotions and back-end programming.

### CREATIVE DESIGNER *Oshkosh Designs*

12/2015-2/2020  
Winneconne, WI

- Managed the company's eCommerce website, of which saw a growth in revenue of nearly 300% over one year!
- Designed print and digital sales collateral for business-to-business and direct-to-consumer marketing.
- Performed in-studio and off-site product photography, including photo manipulation.
- Participated in product development, including creation of vector art for numerous custom floor designs.
- Managed remote staff for back-end development, video and editorial initiatives.

### FREELANCE CREATIVE/INTERACTIVE DESIGNER *Shopko*

Intermittently 8/2011-5/2016  
Green Bay, WI

- Designed advertising collateral for more than 340 stores, generating annual sales exceeding \$3 billion.
- Influenced the design direction of the company's website, mobile app and email marketing.
- Provided art direction for photo styling with emphasis on retail advertising.
- Supported in-house advertising and eCommerce staff during periods of overload and peak seasons.
- Trained newly hired staff in department operations.

### ART DIRECTOR *Nature's Pathways*

6/2011-4/2015  
Appleton, WI

- Managed design staff for three monthly magazines with circulation of over 110,000 readers.
- Communicated clearly with clients relating to the development of their ad designs.
- Art direction, styling and assistance on photo shoots.
- Advanced company branding via the design of promotional materials, including media kits and event displays.
- Developed and directed marketing strategies on company website, email blasts and social media.

### GRAPHIC DESIGNER *F+W Media (formerly Krause Publications)*

6/2006-1/2011  
Iola, WI

- Designed several A-list books each year, including covers, interiors and promotional materials. Had books featured on Good Morning America on two separate occasions. Additionally, received numerous positive reviews of book's aesthetics by Amazon.com reviewers.
- Collaborated with staff to develop and execute a marketing plan for each project.
- Provided detailed art direction and oversaw photo shoots.
- Promoted design contact for Goldmine: The Music Collectors' Magazine. Lead magazine's redesign, and conceptualized designs for numerous successful magazine covers, articles, web ads and email blasts.

## Education

### ACADEMY OF ART UNIVERSITY *Masters of Arts Degree*

1/2009-12/2014  
Online

- Pursuing a degree in Web Design and New Media, maintaining 4.0 GPA. 15 of 36 credits completed.
- Studying web technologies, programming, responsive design, mobile applications, UX and usability.

### UNIVERSITY OF WISCONSIN OSHKOSH *Bachelor of Fine Arts Degree*

9/2001-5/2006  
Oshkosh, WI

- Emphases in both Graphic Design and Photography.
- Cumulative GPA of 3.475.

## Contact

### ADDRESS:

W5194 County Road O  
Appleton, WI

### PHONE:

920.209.2991

### EMAIL:

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## Skills

### HTML

### CSS

JavaScript, GreenSock & jQuery

Responsive Web Design

CMS Systems

eCommerce

SEO

User Experience

User Interface

Email Marketing

Social Media

Multi-Page Layout

Cover Design

Print and Digital Ad Design

Illustration

Typography

Photography & Photo Styling

Image Manipulation

Color Correction

Prepress Production

Logo Design

Corporate Identity

Retail Design