



CONTACT

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SOCIAL

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SKILLS & INTERESTS

Motion Graphics
Branding
Visual Design
Art Direction

Adobe illustrator
Adobe Aftereffects
Adobe Photoshop
Adobe Indesign
HTML & CSS
Premiere Pro
Microsoft Office

COURSEWORK

Branding Systems
Art direction I & II
Typography I & II
Interactive design
Motion graphics
Packaging design
Concept Strategy
Trademark Design

RACHEL HAKALA

I'm a brand + motion designer interested in expanding my design knowledge in a creative professional setting. I like to combine motion graphics and solid art direction to create thoughtful, in depth brand experiences.

EDUCATION

BFA Communication Design
Texas State University, San Marcos

AIGA Austin, 2019–present
Contributing member

EXPERIENCE

Associate, IN-N-OUT burger 2016–present

Maintained high standards of customer service during high volume, fast-paced operations while also communicating clearly and positively with coworkers and management. Built loyal clientele through friendly interaction and consistent appreciation. Able to effectively multi-task while prioritizing quality in both product and service.

Freelance design, 2015

Trademark design for clients including Texas Tradition restaurant, local sports team, and peers

Commisioned artwork, 2014–present

Created hand-drawn, quality, pet portraits for clients in exchange for a commission.