

AUDREY RAPP



About

GRAPHIC DESIGNER

I am one of four artists in my family.

My family is built on creativity and logic. Some of us are drawn to the arts, while others are drawn to science.

I'm not the best with my words but I love graphic design as I can communicate visually instead of verbally.

If I am not in my studio space, I am at the horse farm working my horse Apollo.

I love being surrounded by the outdoors, and always will be.

Awards

3RD PLACE

AMA International Collegiate Case Competition 2022-2023 sponsored by the Wall Street Journal

- Design Director for the University of Maryland's team.

Volunteer

United States Working Equitation (USAWE) (2024- PRESENT)

Newsletter Coordinator

- Monthly Newsletter
- Email Marketing SEO
- Ad Campaigns

Education

BACHELOR OF ARTS – MARKETING AND BUSINESS MANAGEMENT

Smith School of Business,
University of Maryland

May 2023 | 3.601 GPA

- Strategic Design Fellowship

ASSOCIATE OF ARTS – BUSINESS

Montgomery College

May 2021 | 3.86 GPA

- Macklin Business Institute

P (301) 919 - 8927

E audreyrapp.design@gmail.com

W audreyrappdesign.com

Work

CLIENTS

CENTER FOR RESPONSIBLE TRAVEL (2024 - PRESENT)

- Designed three Taos Destination Stewardship Plan Reports including:
 - 250+ pages for the Situation Analysis Report
 - Supporting Reports: Analysis of Online Travel Reveiw and Resident Sentiment Toward Tourism

FELICITAS VON NEUMANN COSEL (2023 — PRESENT)

- Redesigned website layout and branding for Felicitas, improving clarity and user experience.
- Created and managed direct mail campaigns through Podia for various clients.
- Edited and formatted promotional videos for YouTube, Instagram Reels, and Facebook Reels to optimize viewer engagement.

TOWN OF UNIVERSITY PARK (2023)

- Produced a 16-page spread and corresponding materials (contact card, envelope, mayor's letter) for print and digital distribution.

INTERNATIONAL INSTITUTE OF TOURISM STUDIES, GEORGE WASHINGTON UNIVERSITY (2023)

- Development of advertising and promotional materials for two exciting initiatives: the Indigenous Tourism eLibrary and the Inaugural Indigenous Leadership Lecture Series.

WETA (2023)

- Contributed to the WETA Annual Report 2023 by designing and formatting six thematic sections, including honors & awards, financial report, membership, capital campaign, leadership circle, and corporate/foundation support.
- Formatted spreads for the Well Beings Language and Hispanic Heritage Month program guide.

EMPLOYER

AMERICAN GEOPHYSICAL UNION (AGU), Washington, D.C. (2022)

Graphic Design Intern

- Designed promotional materials for AGU's Fall Meeting, seen by over 20,000 attendees.
- Created spreads and covers for AGU's EOS magazine, distributed to 130,000 readers globally.

Skills

SOFT

Time Management
Critical Thinking
Collaboration
Leadership
Communication

HARD

Typography
Color Theory
Attention to Detail
Design Principles

Software

ADOBE CREATIVE SUITE

Illustrator
Photoshop
InDesign
Acrobat Pro
Premiere Pro

FIGMA

CANVA

WIX

PODIA

GOOGLE WORKSPACE

MAILCHIMP