



RACHELLE MAYNARD

RACHELLEMAYNARD.COM

INFO

Rachelle Maynard
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EDUCATION

Brain Station

User Interface Design 2018

Sheridan College

Editorial Illustration 1999 - 2001

Graphic Design 1998 - 1999

Art Fundamentals 1997 - 1998

MAD SKILLS

Video Direction

Art Direction

Final Cut Pro

Photoshop

Illustrator

InDesign

Sketch

InVision

REFERENCES

Ottillie Nienkämper
+ 647 924 8810

Lucia Kinghorn
+ 416 578 4236

Susan Typert
+ 905 706 5522

2007 - 2018

Black Cat Advertising

Video Director / Art Director

blackcatadvertising.com

As the point person for a full service ad agency, my job was to work directly with clients from the inception of the project to the very end. Creative strategies included brand development, print, digital and video design. Jobs included in-house magazines, press-ready ads, billboards and televised commercials.

2006 - 2007

ID Alarm Inc.

Senior Designer

This start-up company needed branding from the ground up. Jobs included web design, stationary, flash tutorials, and presentations.

2003 - 2006

Precidio Inc.

Designer & Illustrator

precidio.com

This company produced dinnerware for adults and children. Jobs included textiles, illustrations, packaging, catalogue design and presentations for clients.

2001 - Present

Freelance Design & Illustration

rachellemaynard.com

Freelance clients include: New York Times, Washington Post, Denver Post, Globe & Mail, National Post, The Progressive, The Walrus, Macleans and more.

Accolades

A Better Slice of Life - Documentary

Showcased at Hot Docs Ted Rogers Cinema

abettersliceoflife.com

My greatest achievement was directing a documentary titled A Better Slice of Life, which was showcased at the Hot Docs Ted Rogers Cinema. It is a powerful documentary based on the journey of people with disabilities gaining their independence by learning practical culinary skills.