



# RACHEL ROSENZWEIG

PRODUCT DEVELOPMENT & DESIGN

## ABOUT ME

THROUGHOUT MY CAREER IN PRODUCT DESIGN AND DEVELOPMENT, I HAVE HAD THE OPPORTUNITY TO USE MY LIFELONG ARTISTIC SKILLS TO CREATE MULTIPLE SUCCESSFUL GIFT LINES, TRADEMARKS AND PRODUCTS.

I HAVE BEEN FORTUNATE TO BE ABLE TO PUT MY OWN PASSION FOR CREATING INTO MAKING GIFTS WITH GREAT MEANING.

## SKILLS

ADOBE ILLUSTRATOR, PHOTOSHOP & INDESIGN  
MICROSOFT OFFICE & GOOGLE DRIVE SUITES  
PRINT & SOCIAL MEDIA MARKETING  
ILLUSTRATION & CALLIGRAPHY  
ORGANIZATIONAL LEADERSHIP  
PROCREATE & ADOBE FOR IPAD PRO



## AWARDS

2019 GIFT & STATIONERY 40 UNDER 40 WINNER  
COMPLETED DISNEY INSTITUTE SEMINARS ON "EMPLOYEE ENGAGEMENT" & "LEADERSHIP EXCELLENCE"



## REFERENCES

AVAILABLE UPON REQUEST



AVAILABLE UPON REQUEST



PROTONPINS@GMAIL.COM



RACHELROSEDESIGNS.COM / PROTONPINS.COM



SAN MARTIN, CALIFORNIA



## EXPERIENCE

### PROTON PINS

OWNER | DEC. 2016 - PRESENT

PROTON PINS IS MY OWN BRAND SPECIALIZING IN ENAMEL PINS, PATCHES, STICKERS & APPAREL BASED ON POP CULTURE.

- CREATE ALL OF THE DESIGNS & TAKE THEM FROM SKETCHED CONCEPTS TO MANUFACTURERABLE FINISHED PRODUCTS, INCLUDING ANY PACKAGING.
- MANAGE ALL MANUFACTURER COMMUNICATION & PRODUCT QUALITY REVIEWS TO ENSURE ALL ITEMS MEET MY EXACTING STANDARDS.
- MAINTAIN WEBSITES & SALES PLATFORMS, PHOTOGRAPHING, CREATING DESCRIPTIONS FOR EACH ITEM, & KEEPING THEM UP-TO-DATE WITH CURRENT INVENTORY & SALES.
- MAINTAIN ALL SOCIAL MEDIA MARKETING, INCLUDING SALES & SPECIAL EVENTS.
- PACK & SHIP ALL ORDERS, USING MULTIPLE SHIPPING INTERFACES.
- ANSWER ALL CUSTOMER MESSAGES, EMAILS & INQUIRIES THROUGH ALL SOCIAL MEDIA OUTLETS & THE WEBSITES.

### ANGELSTAR INSPIRED PRODUCTS

DIRECTOR OF PRODUCT DEVELOPMENT

JULY 2012 - SEPT. 2019

ANGELSTAR IS AN INSPIRATIONAL GIFT COMPANY SPECIALIZING IN JEWELRY, IMPULSE & HOME DECOR.

- WORK DIRECTLY ON DEVELOPING NEW PRODUCT CONCEPTS & COLLECTIONS THAT WOULD FIT CONSISTENTLY WITH ANGELSTAR'S UNIQUE COMPANY BRAND AND CUSTOMER BASE.
- CREATED A NEW SYSTEM FOR MANAGEMENT OF PROJECTS & WORKFLOW FOR THE DESIGN & MARKETING TEAMS THAT IS KEY TO EACH DEPARTMENT'S SUCCESS & EFFICIENCY.
- LEAD & MANAGE ALL DESIGNS FROM RAW IDEAS TO COMPLETED PRODUCTS, THROUGH PHYSICAL DRAWING & DIGITAL TRANSLATION.
- WORK DIRECTLY WITH FACTORIES TO TAKE PRODUCT CONCEPTS INTO PRODUCTION.
- OVERSEE ALL PACKAGING CONCEPTS, ADVERTISEMENTS & DESIGNS, WORKING WITH MY TEAM TO CREATE UNIQUE LOOKS FOR EACH PRODUCT & COLLECTION.
- CONTINUOUSLY DEVELOP & CARRY THROUGH SOCIAL MEDIA CAMPAIGNS, EMAIL & PHYSICAL MAILINGS PROMOTING NEW PRODUCTS & SPECIALS.
- COORDINATE DIRECTLY WITH LARGE ACCOUNTS TO CREATE CUSTOM PRODUCTS FOR THEIR SEASONAL THEMES & ROLL OUTS.
- ART DIRECT MAIN & SUPPLEMENTAL CATALOGS, FLYER & COUPON LAYOUTS INCLUDING SALES TEXT, PRODUCT PHOTOGRAPHY & GENERAL DESIGN ELEMENTS.