

rachal metz

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PROFESSIONAL SUMMARY

Dynamic web developer with a background in web and application development, design, and media production. Aiming to leverage academic experience and a proven knowledge of application development, emerging technologies, and web design. Skilled in both traditional and digital media, I aim to move further into technology to build elegant solutions for engaging, user-driven environments.

core technical skills • expert level Adobe Creative Cloud – InDesign, Photoshop, and Illustrator in both Mac and PC platforms • Microsoft Office • photography • photo editing • proofreading • HTML • CSS • JavaScript • Git • Bootstrap • mobile design • jQuery • command line • Node.js • SQL and MySQL • Express.js • React.js • Angular.js • web scraping • MongoDB • Mongoose • ES6 • MERN • Python • full stack web development • writing • WordPress • creative design • web analytics • wireframing • process flow • infographics • MS Office

areas of strength creative thinking, project management and execution, client relationships, technology enthusiast, copy production and editing, color theory, typography, digital marketing, social media, extensive knowledge of printing and print processes, customer service, and all areas of digital and print media and production

EDUCATION

University of Denver - Full Stack Web Development Certification, November 2018

EXPERIENCE

Freelance Web Developer and Graphic Designer Broomfield, Colorado 2017 to present

- meet with potential clients to assess goals and create a mutually accepted plan
- produce the design and production for websites, email templates, and campaigns
- apply expert level knowledge to any print projects, and proper implementation within web environment

Communications Specialist/Lead Graphic Designer City of Littleton, Littleton, Colorado 2004 to 2017

- managed in-house Visual Communications department serving up to 450 staff and 48,000 citizens
- photography, graphic design for print and digital, document management, large format signage, social media and marketing, and events
- designed for hard copy and social media to relay complicated data to the public via Littleton.gov, the Littleton Report newspaper, direct mailings, and various social media outlets in a professional manner
- managed and created internal and external communication for city departments.
- maintained positive relationships with over 40 vendors in order to provide the best work product while maintaining a set annual budget of \$240,000
- collaborated on the rebranding of the city with a new logo, led team of 12 employees to develop new logo standards, updated collateral, led an informative launch campaign
- worked with internal customers and external citizens on various projects requiring technical support combined with quality customer service in a way to deliver difficult concepts to

Production Manager/Graphic Designer Minuteman Press, Colorado Springs, Colorado 2001-2004

- managed all pre-press, press, and bindery operations for business that handled over 600 clients annually with over \$2.5 million in sales
- collaborated with both corporate and small business clients through the creative marketing process to achieve their desired result within scope and deadline
- worked with clients to obtain the highest quality product within budgets ranging from \$2.00 to \$25,000
- first point of contact for both walk-in and phone-in, repeat and brand new clients, discovering their needs through questioning, and following through to resolve problems or submit orders

VOLUNTEER WORK 2005 to present

Cat Care Society, Lakewood, Colorado

- adoption ambassador • foster care • social media • marketing • photography • featured calendar photographer