



APRIL RAINE
GRAPHIC DESIGNER

{ EDUCATION }

Bachelor of Fine Arts, Multimedia & Web Design

Art Institutes International - Illinois Institute of Art, Schaumburg

Graduated with honors

Related Coursework: business management, business ethics/law, macro economics, marketing, accounting, copyright & trademarking process, package design

{ EXPERIENCE }

CREATIVE DIRECTOR & SENIOR PHOTOGRAPHER, EQUIDESIS, LLC.

2004 - Current | Coordinate and design multi-media advertising and promotional programs for a variety of clients. Services include developing and maintaining websites, social media, marketing, logos, brochures, promotional materials, business materials, e-commerce, broadcast emails, illustrations, tradeshow booths, books, magazine, advertisements, event coverage, forms, corporate identity, trademarking, large format, sponsorship development, registration packages, embroidery. Special assignments and projects have included working as a Credentialed Photographer: Rolex Kentucky Three Day Event (2008 -2012), Kentucky Cup Test Events (2009-2010), 2010 Alltech FEI world Equestrian Games (2010)

CREATIVE DIRECTOR & SENIOR PHOTOGRAPHER, *PROFESSIONAL FARRIER MAGAZINE*

2007 - 2011 | Coordinate and design 64+ cover, full color magazine. Work with Editorial Director, printers, advertisers, committees, and outside non-profit organizations. Create additional educational articles for both the equine & farrier communities. Coordinate photo shoots and provide photos to continuing education organizations upon request.

CREATIVE DIRECTOR, AMERICAN FARRIER'S ASSOCIATION

2008 - 2011 | Coordinate and design all websites, social media tools, and media & marketing including, but not limited to, logos, brochures, promotional materials, business materials, e-commerce, broadcast emails, illustrations, tradeshow booths, books, magazine, advertisements, event coverage, forms, corporate identity, trademarking, large format, sponsorship development, registration packages, embroidery, horse owner membership & materials. Special projects have included working with representatives of the World Equestrian Games Foundation on securing additional sponsorship benefits for the Official Farriers and creating promotional materials for the same group for inclusion on the games websites. Providing all materials for feature placement in the 2010 Alltech FEI World Equestrian Games Official Program and designing ads for placement in each discipline specific booklet. Creating all promotional & educational materials used by the Official Farriers in the tradeshow booth as well as in the demonstration area.



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{ FEATURED WORK }

International Museum of the Horse (a Smithsonian Affiliate): life-size photo chosen to represent the Vaulting discipline for the 2010 Alltech FEI World Equestrian Games
Kentucky Horse Council: illustrations for Horse owner DVD
Certified Horsemanship Association: ad design
American Quarter Horse Association: sponsorship photos
National Reining Horse Association: sponsorship photos
National Foundation Quarter Horse Journal: ad design
American Farrier's Journal: photos
Kentucky Horse Park Blacksmith Shop: educational materials
2010 Alltech FEI World Equestrian Games: materials for feature article in event program
2010 Alltech FEI World Equestrian Games: ad design for each discipline event book
Purdue University: materials for Horse owner DVD
Premier Equine Health: ad design
Ron Riegel, DVM: photos for international Veterinary Conferences
World Famous Lipizzaner Stallions: photos
United States Pony Club: photos & illustrations
Rolex Kentucky Three Day Event: photos chosen for use in brochures

{ HONORS & AWARDS }

AMERICAN HORSE PUBLICATIONS EDITORIAL AND GRAPHICS AWARDS

2010 Finalist for three awards
1st place, Best Informational Article
2nd place, Magazine Cover
Honorable Mention, General Excellence Award
2011 Finalist for three awards
1st place, Event Coverage Editorial Content circulation under 20,000 (print)
2nd place, Magazine Cover Page circulation under 10,000 (print)
Honorable Mention, Feature Article circulation under 10,000 (print)

AMERICAN FARRIER'S ASSOCIATION

2010 Journalism Award
2011 Journalism Award

EQUESTRIAN

Recipient, Illinois Hunter/Jumper Association Scholarship
Winner, Barbara Wald Perpetual Trophy Combined High-Point Junior Rider
State Champion, Illinois Hunter Jumper Association, Junior Equitation Divisions
State Champion, Illinois Hunter Jumper Association, Junior Hunter Division
Medal Finals Qualifier, Illinois Hunter Jumper Association Junior & Adult Divisions



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{ APPLICATIONS }

Creative Suites CS5 (Adobe InDesign CS5, Adobe Illustrator CS5, Adobe Photoshop CS5, Adobe Acrobat 9 Professional, Adobe Bridge CS5, Adobe Dreamweaver CS5), Microsoft Office, Various Database Programs, Various FTP programs

{ PORTFOLIO }

A digital portfolio accompanies this resume. Photography samples are included within the materials. Additional photography samples available upon request.

{ CONTACT }

Studio is located on a 40 acre horse farm between Indianapolis and Chicago.
2524 East 950 South | LaFayette, Indiana 47909
765.586.5609 | april@equidesis.com