

# rachel berks

---

## about

---

I'm an experienced business owner + creative director with a background in art direction, design + community building.

I'm focused on sustainable + ethical models of production.

## education

---

Bachelor of Arts  
Sarah Lawrence College

## skills

---

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Microsoft Office  
Shopify

Creative conceptualing + research, team leadership, hands-on design

## interests

---

Cooking, ceramics, painting, antique hunting, my two rescue dogs.

## experience

---

**Otherwild**  
3.2012 - Present

Founder and Creative Director of retail store, design studio + community space. Expertise in branding, marketing, e-commerce, community organizing, apparel design, production, team leadership, store curation, merchandising + buying.

**Rachel Berks Design**  
2006 - Present

Freelance art direction + design for a variety of clients in the areas of web, print, branding, publication, apparel.

**Ford Models**  
4.2004 - 9.2011

Creative Director (09-11) Art Director (04-09) for in-house art department of Ford Models Inc. Responsible for brand identity across print + digital platforms. Managed team + departmental budget.

**NYLON Magazine**  
1.2003 - 4.2004

Art Department Assistant working alongside photo editor + creative director. Tasks included retouching, collage + illustration, photoshoot production.

## contact

---

rachelcberks@gmail.com  
917.916.2745