

JEFF RAULIE

330.414.8149
jeffreyaullie@gmail.com
www.jeffraullie.com
Cincinnati, Ohio

EXPERIENCE

BRANDIMAGE | Cincinnati, OH
SENIOR DESIGNER, July 2013 – present

Specializing in corporate identity and consumer packaged goods, I lead the strategic design for national and international brands with a primary focus on brand development and brand revitalization.

Client List: Kellogg's, Kashi, Kroger, Jenny Craig, Brown-Forman, EAS, Meijer, 7-Eleven

MIAMI UNIVERSITY | Oxford, OH
ADJUNCT INSTRUCTOR OF GRAPHIC DESIGN, August 2013 – present

Instructor for the introductory course, "What is Graphic Design?". Introducing students to the multi-faceted discipline of Graphic Design, and begin introducing them to the principles of design and how they are applied.

LANDOR ASSOCIATES | Cincinnati, OH
DESIGNER, April 2012 – July 2013

Working with various major mass-market brands with the responsibility to create strategic design for corporate identity, packaging, direct-to-consumer marketing pieces and retail design. While also providing creative and strategic direction to photographers, illustrators and copywriters.

Client List: Gillette, P&G, Ashworth, Old Spice, Orgullosa, Northwestern Medicine, PetSmart

LPK | Cincinnati, OH
FREELANCE DESIGNER, March 2012 – April 2012

Worked on the Beam Team designing wine and spirits packaging for Beam Inc.

Client List: Jim Beam, Kilbeggan, Pucker, and DeKuyper

CBX | New York, NY
DESIGNER, March 2010 – March 2012

Responsible for the strategic design and creation of retail design, collateral, packaging, environmental graphics, and promotional items for major mass-market brands.

Client List: Duane Reade, Walgreens, Arby's, OXXO, Terpel, Puma Energy, Winn Dixie

THE J.M. SMUCKER COMPANY | Orrville, OH
CREATIVE SERVICES INTERN, May 2009 – August 2009

A twelve-week summer internship program in the Creative Services Department where I supported the team in the package design development process; designed internal corporate projects; proofed final packaging artwork; and helped in many other facets related to corporate design and packaging.

Brand List: Smuckers, Folgers, Pillsbury, Dunkin' Donuts, Crisco, Hungry Jack

ACHIEVEMENTS

Vertex Awards, Bronze — Jenny Craig package design system | 2014

TheDieline.com — Brew York City featured | 2013

Landor Associates Impact Award — Above & Beyond Performance | 2012

GDUSA American Graphic Design Awards, Outstanding New Work — Duane Reade Delish | 2011

CSNews Store Design Winner for Best Specialty Department — Duane Reade's Growler Bar, Brew York City, Williamsburg, N.Y. | 2011

Retail Design Institute Awards, First Place For Convenience Store Category — Duane Reade's 40 Wall Street Location | 2011

EDUCATION

MIAMI UNIVERSITY | Oxford, OH
BACHELOR OF FINE ARTS IN GRAPHIC DESIGN, 2009
Dean's List