

# RACHEL YOO DIGERNESS

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## EDUCATION

### PRATT INSTITUTE

2010-2012, New York, NY  
Master of Science, Communications Design,  
Digital Design Concentration,  
with Distinction

### UNIVERSITY OF VIRGINIA

1996-2000, Charlottesville, VA  
Bachelor of Science, Systems Engineering, Biomedical  
Engineering Concentration

## SKILLS

Client relationships, Communication/ Presentations,  
Project management, Analytical problem-solving,  
Comfort with ambiguity

Adobe Creative Suite, After Effects, Final Cut Pro,  
Lightroom, MS Office, PC and Mac Systems

Processing

Proficient in German and Korean languages

Photography, Letterpress, Silkscreening

## AFFILIATIONS AND AWARDS

SERAPHIN BERNARD  
STUDENT LEADER OF THE YEAR AWARD  
Pratt Institute, Apr 2012

COMMUNICATIONS COMMITTEE GRADUATE  
COMMUNICATIONS DESIGN DEPARTMENT,  
PRATT INSTITUTE  
President, Jul 2011-May 2012

TYPE DIRECTORS CLUB  
PRATT STUDENT GROUP  
Charter Member, Secretary/Treasurer, Apr 2011-May 2012

TYPE DIRECTORS CLUB  
Member, 2011-Present

AIGA, NEW YORK  
Chapter Member, 2010-2011

COMMON GROUNDS ONLINE  
Contributing Music Critic, 2006-2008

## EXPERIENCE

### TROLLBÄCK+COMPANY

Sr. Designer/Creative Brand Manager, Dec 2012 - Present  
New York, NY

Designed and directed on-air navigational elements for the launch  
of new global channel BBC First. Designed, animated, toolkitted and  
styleguided digital and on-air elements for YEAHTV, The Weather  
Channel, Al Jazeera America, BBC Earth.

### FREELANCE DESIGNER/ANIMATOR

Studios include:

Trollbäck+Company, Loyalkaspar, BigStar, Edelman, J. Walter  
Thompson, Adventure House

Clients include:

TedX BigApple, Moxie Firecracker Films, Without Shepherds Film,  
Columbia Pictures, COAF, Hancock Productions

### PRATT INSTITUTE, GRADUATE COMMUNICATIONS DESIGN DEPARTMENT

Guest Critic, December 2012, New York, NY

Provided constructive feedback about the work presented by students  
from the semester.

### CUNY, SCHOOL OF DESIGN AND TECHNOLOGY

Guest Lecturer, Fall 2012, New York, NY

Presented visual communication principles and typography, engaged  
students in discussion and in-class exercise.

### TROLLBÄCK+COMPANY

Design Intern, Spring 2012, New York, NY

Designed and developed storyboards/art direction for client pitches.  
Animated and prepped files for client delivery.

### PRATT INSTITUTE, GRADUATE LEVEL MOTION DESIGN

Graduate Teaching Assistant, Spring 2012, New York, NY

### VALINS & CO

Design Intern, Summer 2011, New York, NY

### TYPE DIRECTORS CLUB

Design Intern, Summer 2011, New York, NY

### CITY CHURCH SAN FRANCISCO

Director of Ministries, 2006-2009, San Francisco, CA

Managed and developed four ministries with a team of 3 employees  
and over 300 volunteers. Launched two new ministries.

### WILLIAMS-SONOMA, INC.

Project Manager, Direct-to-Customer Operations, 2003-2006,  
San Francisco, CA

Designed and implemented online shipment tracking system for over  
400 customer service associates in 3 cities across the country.

### A.T. KEARNEY

Senior Business Analyst, 2001-2003, San Francisco, CA

Led project management office for over 5 simultaneous  
workstreams totaling over 40 consultants.