



# CHETARA RIPPETT

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## RELEVANT WORK HISTORY

CSMR Designs • Graphic Designer • 2010-Present

Proposed new logo designs to local clients for review and execution; developed corresponding identity systems. Consulted and designed website redesigns. Designed and rewrote resumes, letterheads and business cards for area clientele. Ran an Etsy shop (@ColorInArt) selling unique posters, stationery, and illustrations.

DIGITAS • Associate Designer and Copywriter • Sept. 2009-May 2010

Concepted creative campaigns for Tide, Crest, Bounce, and others utilizing several media channels. Engaged with the creative team on successful internal and external campaigns. Wrote long copy articles for **olay.com**.

ADLAB • Freelance Art Director/Copywriter • September 2009-May 2010

Wrote copy for Hammer + Sickle Cigars on **klinspirits.com**. Designed and ran Facebook page for Hammer + Sickle Vodka. Executed postcard campaign for the BU Center for Cosmetic & Laser Surgery.

CALYPSO COMMUNICATIONS • Marketing Intern • Summer 2009

Composed press releases, op-eds, and media alerts for local, regional and national distribution. Wrote copy for marketing materials and client websites- see **xtremedescent.org** for sample.

## EDUCATION

BOSTON UNIVERSITY COLLEGE OF COMMUNICATION

Bachelor of Science in Communication, 2010

MASSACHUSETTS COLLEGE OF ART AND DESIGN

Coursework in typography, color theory and print/web composition

SCHOOL OF VISUAL ARTS

Coursework in typography and identity