

## **Rachelle O'Brien**

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Post Office Box 6152  
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### **Education**

*Associate of Art: Studio Arts – Painting and Drawing*  
Napa Valley College | Napa, CA | 2017

*Associate of Science: Viticulture & Winery Technology – Wine Marketing & Sales*  
Napa Valley College | Napa, CA | 2015

*Bachelor of Science: Graphic Design | Magna Cum Laude*  
California State University | Sacramento, CA | 2005

### **Experience**

*Founder, Pique Label LLC, [www.piquelabel.com](http://www.piquelabel.com) | January 2020 - Present*

Pique Label is an e-commerce company that sells digital, ready-made label designs formatted for commercial wine.

*Sole-Proprietor, RLOCreative, [www.rlocreative.com](http://www.rlocreative.com) | October 2012 - Present*

Offering unique products and creative services to the wine industry. Services include naming, identity, and package design. Products include turnkey brand packages, wine label design templates, and off-the-shelf label designs.

*Senior Designer, Crushpad | June 2011 - July 2012*

Designed hundreds of commercial and non-commercial wine brands for micro-crush winemakers. Worked directly with clients on all aspects of their wine package including: logo, label, cork, capsule, & COLAs. Position also included all internal company creative needs such as photography and creation of private label brands.

*Freelance Graphic Designer | May 2004 - May 2011*

Offered a variety of services including website design, corporate identity, print and online advertising, company literature, sales materials, custom graphics, and print collateral. Clients included Prolexic Technologies, The Marine Mammal Center, Bitgravity, 3Crowd Technologies, HDGreetings and various other local and international companies.

### **Creative & Technical Skills**

Mac Platform, Adobe Creative Cloud (Illustrator, Photoshop, Indesign), Basic HTML/CSS (Dreamweaver), Website Builder Customization ( i.e. GoDaddy, Squarespace, Wordpress), Photography, Drawing, Printmaking, & Painting.

### **Philanthropy**

*Napa Valley Grap growers | Harvest STOMP 2014 & 2015*

Donation of label design services to the winning bidders of barrels of wine created by well-known winemakers Heidi Barrett and Philippe Melka. The auction proceeds support the NVG Farmworker Foundation and NVG's mission to preserve and promote Napa Valley's World-Class Vineyards.