



R RACHEL
FRYER
GRAPHIC DESIGN

ILLUSTRATION



I'm Rachel.

Illustrator, designer, geek, foodie, music enthusiast...

There's a lot I could ramble on about, but for your sake I'll just summarize the more important bits. I was born in 1993 and raised on a small farm in Kentucky. I learned a lot about nature, hard work, and attention to detail. My mother, an incredible artist, sparked a love for the creative at a young age. My father, a practical man, encouraged me to pursue practical goals. As I grew, and ultimately approached college I found myself struggling.

My passion was art!

How was I supposed to have a lucrative career in anything else? After years of trying (and failing) with several different career paths I discovered the Communications in Arts Technology program at Jefferson Community and Technical College. Now this is where I belonged. In 2019 I was awarded best in show in the CATTY art show for my illustration 'Portrait of a Madman'. 2020 also proved to be a successful year, winning a silver ADDY award for my typographical illustration of comedian Eric Andre. I strive for excellence in all that I do, and will only continue to improve with each creation.

Please enjoy this sample of my portfolio.



These are just a few examples of my digital and traditional illustration capabilities.

Top Left: Eric Andre Typographical Portrait.

Bottom Left: Word Illustration.

Top Right: P40-Curtiss Photoshop Illustration.

Bottom Right: Inspirational Quote Poster.

GRAPHIC DESIGN



Jacob's

RIVERSIDE DELI

"NEW YORK FARE WITH KENTUCKY FLARE"

763 Riverside Dr, Louisville KY, 40205
(502) 525-3354
jacobisdeli.com

"WE'RE MOVIN' OUT" FOOD TRUCK

\$8 SANDWICHES

I'M RUBEN FOR YOU!
corn beef, sauerkraut, Swiss, and thousand island dressing between two hearty slices of pumpernickle bread and grilled to perfection

BARNYARD
The gang of hand Grilled roast beef, turkey, ham, and Swiss served with mayo, potato sticks, and caramelized onion on sourdough

PARDON MY FRENCH (DIP)
Thinly sliced roast beef, caramelized onion, and Swiss served on a 1/2 baguette with dipping sauce and banana peppers

PLAIN JANE
An American Classic: American and cheddar cheese grilled between two slices of buttery white bread just like mom used to make.

SIDES & NOSHES

FRESH CUT FRIES..... \$4
BEER CHEESE & PRETZELS..... \$6
MAC & CHEESE..... \$4
CHIPS..... \$1.50
COOKIE..... \$1.50

DRINKS

COKE PRODUCTS \$1 GATORADE \$2.50
BOTTLED WATER \$1 RED BULL \$3.50

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Jacob's RIVERSIDE DELI

*prices starting at \$100.00, prices vary per pound

To the top left of this page are works done for the mock brand I created: Jacob's Riverside Deli. J.R.D. is a 1950's blast from the past New York deli brought to the present. The advertisement elements reflect the '50's style and core family values.

Top Left: J.R.D. food truck design
Bottom Left: J.R.D. food truck menu
Top Center: J.R.D. logo
Bottom Center: J.R.D. magazine ad
Right: J.R.D. newspaper ad (Thanksgiving)

The Bottom of this page shows works done for another mock brand I created called WARHAWK. WARHAWK is an all-American energy drink brand with design elements inspired by WWII.

Bottom: WARHAWK energy drink can design with custom labels
Top Right: WARHAWK magazine ad
Bottom Right: WARHAWK logo

WE'LL GIVE YOU THE AMMUNITION YOU GIVE EM HELL.

WARHAWK
INDUCE YOUR FIGHT OR FLIGHT

0 CARBS | 0 SUGARS | 0 CALORIES

INDUCE YOUR FIGHT OR FLIGHT AT WARHAWKENERGY.COM

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