

# Rachel A. DiNunzio

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## EDUCATION:

**Master of Professional Studies, Publishing** **2016**

GPA 4.0

The George Washington University, Washington, DC

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**Bachelor of Fine Arts, Illustration** **2011**

GPA 3.98, Summa Cum Laude

Dual Minors: Art Conservation, GPA 4.0 and Art History, GPA 4.0

Rochester Institute of Technology, Rochester, NY

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**Associates in Applied Science, Graphic Design** **2011**

GPA 4.0, Summa Cum Laude

Rochester Institute of Technology, Rochester, NY

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## CHILDREN'S BOOK PUBLICATIONS

***A Case of the 'Can-Do's*** **2020, Date TBD**

Rosen Publishing, Illustrator

***Checkers & Snoozer: A Visit To Doctor Dan*** **Winter 2019**

Illustrator

***The Adventures of Doctor Snow White Chicken: & Her Seven Frog Physician Assistants*** **Fall 2019**

Author & Illustrator

***Silly Birds*** **Fall 2019**

Author & Illustrator

***Checkers & Snoozer: Snoozer's Science Adventure*** **Spring 2019**

Author & Illustrator

***Moolah The Counting Cow*** **Fall 2018**

Author & Illustrator

***Chameleon Cat*** **Winter 2017**

Author & Illustrator

***Be Kind*** **Fall 2017**

Author & Illustrator

***Forsynthia & Friends: Make Your Own!*** **Summer 2016**

Author & Illustrator

***Forsynthia Fits In: Show and Tell*** **Spring 2016**

Author & Illustrator

***Forsynthia & Friends: Animal ABC's!*** **Fall 2015**

Author & Illustrator

***Forsynthia Fits In: Girls Can't Play Sports?*** **Spring 2015**

Author & Illustrator

**Forsythia Fits In: Playtime Troubles**  
Author & Illustrator

**Winter 2014**

**Forsythia Fits In: Forsythia's First Day**  
Author & Illustrator

**Winter 2013**

**Scarlet's Symphony**  
Author & Illustrator

**Fall 2013**

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## COMMUNITY ART & SERVICE PROJECTS

### **The Book Creator Podcast**

Host/Creator

A podcast and book creating community for authors, illustrators, and author-illustrators, "Taking your idea and turning it into a readable-reality."

**November 2018- November 2019**

### **Radish Lane**

Creator/Founder

- Radish Lane was a literacy project dedicated to helping children reach their highest potential through providing barrier-less access to high quality literacy experiences.
- Project goal was to impact literacy and graduation rates through supplying homes and classrooms with a growing library of interactive, read-to-me children's books activities, and creative projects free of charge.
- Project had over 4.900 users worldwide.

**May 2015- July 2019**

### **My Thoughts Can Change The World Project**

Creator/Presenter

- A traveling project where students and author collaborate to create a published book to better the community.
- All profits generated are donated to savings trees, people, plants, animals, and our environment through a donation to Cool Earth.

**December 2014- November 2017**

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## PUBLISHING PROJECTS

### **WNY Children's Book Expo Author**

Invited to be featured event author.

**2017, 2018, 2019**

### **The Picture Book Academy Course**

Course Creator/Instructor

A private course taught to a global audience about how to create a picture book dummy ready for pitching or publishing.

**May 2019- August 2019**

### **Barnes and Noble Book Event**

Frontier, NY

Featured Author

**February 2019**

### **Channel 7 News**

Children's Book Expo Spokesperson

**November 2019**

### **Monkey See Monkey Do, Children's Bookstore:**

Weekend Volunteer

Market research through meeting customers and learning how a children's bookstore works.

**January- May 2018**

<p><b>Apple Inc. Featured Guest Author: Scarlet's Symphony</b>  Apple Inc.  <i>Storytelling With Sound</i>: Created a symphony of sounds marrying the technology of Apple's Garage Band along with my book <i>Scarlet's Symphony</i>.</p>	<b>October 2017</b>
<p><b>Buffalo Public Library: Indie Author Event</b>  Held booth at the Buffalo Library and presented the <a href="http://RadishLane.com">RadishLane.com</a> concept to librarians and members of our community.</p>	<b>October 2017</b>
<p><b>Harper Collins WNY Indie Bookstore Spokesperson</b>  Indie bookstore representative for Western New York featured Live Facebook Event Tour.</p>	<b>June 2017</b>
<p><b>Storytelling Without Words</b>  Sweet Charlottes  Coordinated an event for Pre K- 6 children with learning disabilities to use non-verbal storytelling to express themselves.</p>	<b>October 2017</b>
<p><b>MTCCTW Project, The Head And The Heart Video</b>  Created a video to share my traveling <i>My Thoughts Can Change The World Project</i> with schools. Video featuring The Head And The Heart's <i>Lost In My Mind</i>.</p>	<b>September 2015</b>

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## INDEPENDENT ART AND DESIGN WORK

<p><b>Illustrative Logo Design, Marcy Dexheimer</b>  Custom caricature logo for entrepreneur</p>	<b>October 2019</b>
<p><b>WNY Children's Book Expo Poster Creation</b>  Poster illustration advertisement for the Children's Book Expo</p>	<b>September 2018 &amp; 2019</b>
<p><b>WNY Children's Book Expo Environmental Design</b>  Customer Experience map design and crowd flow strategy</p>	<b>August 2019</b>
<p><b>Her Story, Juried Art Exhibition</b>  Manhattan Arts International  2019 Merritt Award and featured piece  Piece Title: Allentown Women</p>	<b>July 2019</b>
<p><b>Checkers The Inventor:</b>  Website Design</p>	<b>June 2019</b>
<p><b>Buffalo Porch Music Festival Poster</b>  Poster Art Design</p>	<b>June 2019</b>
<p><b>Pumpkins Children's Clothing Illustrator</b>  Buffalo Clothing Design</p>	<b>2017, 2018, 2019</b>
<p><b>Gallery R, Summer Show</b>  Rochester, NY  Two Featured Paintings</p>	<b>June 2019</b>
<p><b>Judy Bradbury, Author</b>  2019, Book Blog Design</p>	<b>May 2019</b>
<p><b>Painting Commission: Father Daughter</b>  Acrylic on Canvas</p>	<b>December 2018</b>

<b>Painting Commission: Siblings</b> Acrylic on Canvas	<b>November 2018</b>
<b>Painting Commission: Football</b> Acrylic on Canvas	<b>October 2018</b>
<b>Painting Commission: Allie and Ryan</b> Acrylic on Canvas	<b>August 2018</b>
<b>Digital Copyright Consultant</b> Digital Publishing Case Expert Consultant	<b>May 2016</b>
<b>Xander Gaming Inc., Creative Project Development</b> Illustrator and Designer Independently contracted to manage all visual, interactive, advertising, and marketing projects for Xander Gaming Inc., a startup located in Boston, MA.	<b>2012-2014</b>
<b>RADish Illustrations</b> Independent Artist and Designer Freelance Artist working with businesses internationally to produce books, ads, informational design, and commercials.	<b>2008-2013</b>

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## AUTHOR/ILLUSTRATOR TRAVELING PRESENTATIONS

<b>Maple West Elementary</b> Grades K-4, The Adventure of Book Creation	<b>December 2019</b>
<b>Hyde Park Elementary School</b> Grades PreK-4, The Adventure of Book Creation	<b>November 2019</b>
<b>Dodge Elementary</b> Grades K-4, The Adventure of Book Creation	<b>November 2019</b>
<b>Buffalo Central Library Author Event</b> The Adventure of Book Creation	<b>July 2019</b>
<b>Woodrow Wilson Elementary</b> Grades 3-5 Kindness Talk Featuring <i>Be Kind</i> and <i>Chameleon Cat</i>	<b>June 2019</b>
<b>Lyme Central Schools</b> Grades 6-12 Artist Talk: All About Art School and Portfolio Critique	<b>May 2019</b>
<b>Lyme Central Schools</b> Pre K-5 Talk #1: The Adventure Of Book Creation Talk #2: Kindness Talk, Featuring <i>Be Kind</i> and <i>Chameleon Cat</i>	<b>May 2019</b>
<b>Dodge Elementary</b> 3rd Grade Author Talk: The Adventure Of Book Creation, Featuring <i>Chameleon Cat</i>	<b>April 2019</b>
<b>Marilla Elementary</b> K-4 Talk #1: The Adventure Of Book Creation Talk #2: Kindness Talk, Featuring <i>Be Kind</i> and <i>Chameleon Cat</i>	<b>March 2019</b>
<b>Whales Elementary</b> K-4 Talk #1: The Adventure Of Book Creation Talk #2: Kindness Talk, Featuring <i>Be Kind</i> and <i>Chameleon Cat</i>	<b>March 2019</b>

<p><b>Elma Elementary</b> K-4 Talk #1: The Adventure Of Book Creation Talk #2: Kindness Talk, Featuring <i>Be Kind</i> and <i>Chameleon Cat</i></p>	<b>March 2019</b>
<p><b>Pinehurst Elementary</b> K-5 A series of five presentations featuring: <i>Be Kind</i>, <i>Forsythia</i>, <i>Moolah</i>, and <i>Chameleon Cat</i></p>	<b>February 2019</b>
<p><b>Heim Elementary</b> K-4 Reading Is My Super Power Author Talk, Featuring <i>Be Kind</i> and <i>Chameleon Cat</i></p>	<b>February 2019</b>
<p><b>Fricano Primary</b> Family Literacy Night Keynote Speaker</p>	<b>January 2019</b>
<p><b>Hamburg Central Schools</b> Grades 9-12 Creative Career Presenter</p>	<b>December 2018</b>
<p><b>Mount Saint Mary Daycare</b> Ages 3-4 Book Reading</p>	<b>December 2018</b>
<p><b>Ransomville Library</b> Ransomville Public Library Kindness Talk, Featuring <i>Be Kind</i> and <i>Chameleon Cat</i></p>	<b>November 2018</b>
<p><b>Akron Elementary School</b> Pre K-5 Talk #1: The Adventure Of Book Creation Talk #2: Kindness Talk, Featuring <i>Be Kind</i> and <i>Chameleon Cat</i></p>	<b>November 2018</b>
<p><b>Cloverbank Elementary School</b> Pre K-4 Talk #1: The Adventure Of Book Creation Talk #2: Kindness Talk, Featuring <i>Be Kind</i> and <i>Chameleon Cat</i></p>	<b>November 2018</b>
<p><b>Forest Elementary</b> K-4 Talk #1: The Adventure Of Book Creation Talk #2: Kindness Talk, Featuring <i>Be Kind</i> and <i>Chameleon Cat</i></p>	<b>May 2018</b>
<p><b>Niagara Falls Children's Literacy Week Featured Author</b> Pre K-5 Three schools and six author talks engaging more than 1,000 Niagara Falls Pre K-5 students.</p>	<b>November 2017</b>
<p><b>Ransomville Public Library Kindness Project</b> Was the featured author in Ransomville, NY. Presented about kindness, featuring, <i>Be Kind</i>, as an anti-bullying campaign.</p>	<b>November 2017</b>
<p><b>Forest Elementary School Visiting Author/Guest Speaker:</b> Completed a 4 month project with 6th graders followed by an author visit and talk Featured the <i>My Thoughts Can Change The World Project</i>.</p>	<b>May 2016</b>
<p><b>Mill Middle School Visiting Author/Guest Speaker:</b> Completed a 4 month project with 6th graders followed by an author visit and talk Featured the <i>My Thoughts Can Change The World Project</i>.</p>	<b>December 2015</b>

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## ACADEMIC ARTIST LECTURES:

### **Rochester Institute of Technology**

"Kickstarting Your Creative Career;" how to find opportunities, market your skills, and what to do after art school.

**April 2019**

### **WNY Children's Book Expo Author Educator Panel**

Featured Author-Illustrator and speaker at the WNY Children's Book Expo.

**November 2018**

### **Williamsville Teacher Inservice Lecture**

K-4 Teachers

"Teach Kindness;" how to teach kindness in the classroom.

Featuring book, *Be Kind*.

**October 2018**

### **Medaille College**

Graduate Program

Future Educators Seminar: Book Creation: using art and illustration to promote kindness in classrooms.

**July 2018**

### **Book Design for Literacy Learning Presentation**

Monkey See Monkey Do Children's Book Store

Presentation of typographic and illustrative theory behind creating books for literacy learning.

**April 2018**

### **Buffalo State, Social Justice Visiting Speaker**

Invited to be a speaker at the Anne Frank Social Justice

How to use art and illustration to make a better world.

Featuring book, *Be Kind*.

**September 2016**

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## CREATIVE TEACHING: APPLE INC.

### **Lead Creative Teacher**

Western NY

- Created a specialized customer education system that is now being implemented market-wide due to its overwhelming success.
- Coordinated educational events, wrote and edited educational content, managed marketing and promotional efforts including social media strategy.
- Managed a team of seven teachers.
- Managed an internal content system visible to the entire east coast market.
- Measured effectiveness of curriculum and teachers through analytics and NPS.

**December 2015- September 2016**

### **Education Development Trainer**

East Coast Market

Selected as a member of an international team to pioneer a new role at Apple Inc. Within six months, we successfully developed and implemented a state of the art education program for Apple employees worldwide.

**June 2012- February 2013**

### **Creative Teacher**

Western NY

- Adult educator and consultant specializing in digital publishing and illustration.
- Developed the skills and business practices of creative entrepreneurs in order to focus on lead conversion and the building of a successful business.

**June 2011 - December 2015**

## **APPLE INC. SPECIAL PROJECTS, NY**

### ***Copyright and Intellectual Property Seminar***

Co-speaker and event creator.

**February 2016**

### ***iTunes U Classroom Creation Project Leader***

Created a digital classroom environment for 10,000 employee-students on a global scale.

**November 2015- February 2016**

### ***Digital Publishing Expert Witness***

Served as a Technology Expert Witness in a digital publishing copyright case.

**November 2015**

### ***Apple Accessibility Event Coordinator:***

Coordinated a Deaf event in Buffalo, Rochester, Syracuse, and Albany called *Connecting Communities*. Developed content and led a group of 15 Apple Teachers in New York State.

**October 2015**

### ***Apple Employee Program Developer:***

Developed a daily training program for 113 employees to remain on the cutting edge of technology education. I was asked to implement the program in locations market-wide.

**September 2015**

### ***Culture Committee Chair***

Western NY

Led a team of four individuals to educate, collect, evaluate, and implement needed changes to create a positive and sustainable work culture.

**August 2015- January 2016**

### ***Lead Mentor***

Western NY

Managed a team of fifteen leaders focused on revolutionizing Apple's day-to-day internal educational structure as well as implementation.

**January 2013- December 2015**

### ***Education Development Consultant***

Western NY

Responsible for training internal Apple teachers in my market and acted as the training consultant for my management team, fortifying the decisions needed to ensure the sustainability of an everyday adult learning environment.

**January 2013- December 2015**

### ***Apple Lead Business Trainer***

Western NY

Tasked to foster relationships with clients, develop custom curriculum, create long term company training plans, as well as to travel and facilitate on location.

**November 2011-January 2012**

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## **K-12 ART EDUCATION EXPERIENCE**

### ***Apple Creativity Kids Classes***

Western NY

K-12 Technology and creativity classes, visits, and teacher workshops.

**2007-2009**

### ***Sweet Home School District Summer Art Teacher***

Williamsville, NY

Taught two summer classes for students ages 5-13.

**January-March, 2006 & 2007**

### ***Albright-Knox Art Gallery Art Teacher***

Buffalo, NY

Co-taught two Saturday art classes on behalf of the curatorial department.

**July 2011 - September 2015**

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**PROFESSIONAL AFFILIATIONS:**

- BNCWI Member **2018- Present**
- SCBWI Member **2014- Present**
- SCBWI Winter Conference in NYC **2019**
- WNY Children's Book Expo Board Member **2017-2019**

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**HONORS, AWARDS, SCHOLARSHIPS**

- George Washington University International Honor Society **2015 & 2016**
- RIT Outstanding Undergraduate Scholar **2011**
- Nominee for College of Imaging Arts and Sciences Delegate **2011**
- RIT Honor Student **2007- 2011**
- Morris Mulligan Scholarship **2010**
- Alfred L. Stern Scholarship **2010**
- RIT Achievement Scholarship **2009**
- Marlene E. Scott Scholarship **2009**
- Catherine G. Morris Scholarship **2008**
- Sil Hall Scholar Award **2008**
- Work displayed at Albright-Knox **2008**



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## References

**Carol Fillip**

Associate Professor, Rochester Institute of Technology  
School of Design  
College of Art and Design

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**Mary Beth Scumaci**

Associate Dean for Educational Technology, Medaille College  
Associate Professor of the Practice, Department of Education

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