Rachel Brown

Graphic Designer | rachelcorinnebrown@icloud.com | rachelcorinnecreative.com

Experience

Freelance Graphic Designer 2018—Present

- Executed projects for clients in multiple industries including Real Estate, Healthcare, Federal Contracting, Retail and Beauty
- Developed Brand Guidelines
- Worked with clients to understand brand identities and developed logo design suites
- Provided social media content and templates
- Studied and created typography for personal and client projects
- Re-branded existing podcast to revamp and release new branding
- Designed new marketing print marketing materials including event posters, pamphlets, business cards, trade show booths
- Designed, managed and executed the complete visual identity for a $300 million federal proposal with custom logos, color palette, typography, infographics and layout
- Designed the full brand strategy and visual identity, including brand guidelines, custom color palette meeting WCAG standards for web design, custom typography pairings, and logo for a real estate team
- Designed the logo for several businesses in the beginning stages of building their businesses
- Redesigned branding for a local domestic violence non-profit
- Designed graphics
- Designed infographics
- Designed visual templates
- Designed user interface elements

RC Nail Academy 2016—2022

Owner

- Trained small business nail technicians on a variety of freehand nail art techniques, color theory, and marketing
- Filmed content, edited videos, and recorded voice overs for training videos
- One on one training for nail anatomy, art, and continuing education skills for gel nail technicians
- Collaborated with beauty industry leaders including Orly and Light Elegance to create social media posts for new product releases
- Captured and edited product photos for indie and large nail companies
- Worked directly with PR agencies and marketing departments
- Filmed and edited high resolution videos for the beauty industry
- Worked with clients to execute their design ideas with freehand nail art

Cache County Clerk's Office 2012

Clerical Assistant

- Managed county voter registration forms and election day ballots
- Data input to localized database for voter registration
- Basic clerical work

Education & Training

Southern New Hampshire University - Manchester, New Hampshire
Bachelors of Arts in Graphic Design and Media Arts—Summa Cum Laude
Minor in Marketing

Weber State University - Ogden, Utah
Associates Degree in General Education

Notable Training: *Received more than 250 hours of training on Adobe Creative Suite with an Adobe Certified Master and Instructor, who was voted 10 ten worldwide adobe instructors*

Professional Associations

- National Society of Leadership and Success Member
- American Institute of Graphic Arts Member
- Graphic Artist Guild Member

Skills

Design & Software
- Adobe Creative Suite (Illustrator, InDesign, Photoshop)
- Figma
- Procreate
- Adobe Express
- Canva
- Affinity
- Apple Creator Studio
- WordPress
- Squarespace
- Google Suite
- Notion
- Microsoft Office Suite
- Envato Elements

Business & Client Work
- Project Management
- Client Relations
- Brand Strategy
- Visual Communication
- Planning
- Developing Professional Partnerships
- Project Management and Execution

Supporting Skills
- Problem Solving
- Collaboration
- Creative Direction
- Creativity
- Critical Thinking
- Incremental Thinking
- Active Citizenship
- Leadership Principles
- Presentation And Communication Skills
- Organizational Leadership
- Collaboration And Interdisciplinary Team
- Writing Across the Disciplines
- Resilience & Leadership Courage
- Diversity And Inclusion Practices
- Communication Across Cultures
- Leadership
- Advocacy
- Leadership And Emotional Intelligence
- Cultural intelligence & diversity
- Emotional intelligence
- Communication
- Business Writing
- Critical and creative problem-solving

Certifications and Honors

National Society of Leadership and Success Member
Selected by campus administration to participate among top students in a leadership program.
Trained in leadership and success skills via an introspective and interactive training session. Participated in seminars led by celebrities and best-selling authors on topics such as leadership, time management, and goal setting. Participated in peer based leadership development teams Experience in setting and achieving goals, receiving coaching, coaching others, and holding others accountable to commitments.

Certifications Received:
- Foundations of Leadership
- Advanced Leadership
- Executive Leadership

Alpha Sigma Lambda National Honors Society Member
Alpha Sigma Lambda honors the academic excellence and perseverance of non-traditional students

American Institute for Graphic Arts
- Project Management for Creatives
- Client Relations
- Digital Marketing
- Data Analytics

Soomoo Learning
- Marketing Strategies