

Hello, I'm Rachel Clarke.

ART DIRECTOR

571.329.2732 | Atlanta, GA

RachelClarkeDesigns.com

RachelClarkeDesigns@gmail.com

I'm a positive, fast-paced, multi-tasking designer who loves to hit my deadlines early with ten years of experience.

EDUCATION

SCAD The University for Creative Careers

B.F.A. in Graphic Design 2012

Magna Cum Laude | GPA: 3.82/4.0

Dean's List: 14/14 quarters

UX DESIGN CERTIFICATE

General Assembly

User Experience Design

10 Week Course | Completed July 2020

SKILL SET

Software

InDesign	Premiere Pro	Sketch
Illustrator	Acrobat	Microsoft
Photoshop	Adobe CC	Office Suite
After Effects	Figma	

Design

Brand Identity	Video Editing
Print / Digital Design	Motion Graphics
Infographics	UI / UX
Vector Illustration	Basic HTML / CSS
Interaction Design	Photography
Presentation Design	Photo Retouching
Book Design	Prototyping
Signage	Collaboration



EMPLOYMENT

Art Director | ANDMORE | July 2018 – Present

Collaborating with a talented team of designers, marketing managers and content developers to create vibrant Market experiences in Atlanta, Las Vegas, and High Point. Responsible for creating and executing design concepts as well as maintaining and brand development across all marketing channels with accuracy.

- Managing multiple concurrent visual design projects on time based on the style guide
- Establishing the systematic design approach for new overarching brand
- Creating original and iterative artwork, signage and visual elements for Markets, events and year-round materials
- Creating digital assets for all ANDMORE online properties, media, and outbound marketing campaign efforts
- Assisting with maintaining ANDMORE branding assets across all properties for internal and external uses
- Art directing at-Market photography crews on-location
- Reviewing work to ensure accuracy and quality of design delivery across projects and campaigns
- Conducting design reviews and giving feedback to internal/external partners to maintain consistency

Graphic Designer & Senior Graphic Designer

AmericasMart Atlanta | January 2013 – July 2018

An in-house creative team at AmericasMart Atlanta; a Wholesale Gift, Home and Apparel Tradeshow Market Center managing the design systems for multiple Tradeshows, Designer Workshops, and Conferences.

- Creating & executing visual design concepts
- Maintaining visual appearance & brand continuity across all Marketing channels
- Managing multiple concurrent design projects on time
- Projects include: print ads, direct mail, digital ads, infographics, environmental / marketing signage, interactive sales collateral, animated emails, web assets, social media assets, video editing & campaigns for new initiatives

INTERESTS

- Giving funny presents at the White Elephant Parties
- Playing a Kenku in Dungeons & Dragons
- Assisting with Teach and Learn Raids in Destiny 2