



# RACHEL PEEPLES

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## EDUCATION

### COLLEGE FOR CREATIVE STUDIES

BACHELOR OF FINE ARTS

Graphic Design, May 2014

## ABOUT ME

I understand and ensure the importance of art, design and language working together to combine into a comprehensive visual solution. Through critical thinking, research, communication, collaboration and imagination I make those ideas come to life. From start to finish, each new project presents the opportunity to push limits creatively and professionally.

## PERSONAL SKILLS

Communication, team player, organization, problem-solving, professional, leadership, multi-tasking, craftsmanship, imagination, flexible, project management, humor, empathy and integrity.

## DESIGN SKILLS

UI/UX design, print design, web design, concept development, research, clickable wireframes/prototypes, responsive design, websites, email marketing, social graphics, HTML/CSS, style guides, branding, marketing material, typography, color, photography, illustration and Adobe Creative Suite.

## EXPERIENCE

### OCTANE DESIGN, Designer

August 2014-Present

Responsible for creating digital and print design solutions for websites, email marketing, social graphics, branding and marketing material.

- Manages up to 5 projects or tasks at a given time while under pressure to meet weekly deadlines
- Works in collaboration with clients, copywriters, printers, developers and other designers
- Creates production ready layered files for print and web
- Lead Designer/Art Director on various design projects
- Uses brand specific language to complete projects
- Designs and Develops mobile-friendly email marketing campaigns using HTML/CSS
- Designs responsive/mobile-friendly websites and works directly with developers to oversee completion
- Produces web and print material - including, but not limited to, social graphics, flyers, brochures, infographics, packaging, marketing material, etc.

## STUDIOS & WORKSHOPS

### CCS SPONSORED PROJECT, Designer

September 2013-December 2013

The College for Creative Studies administrators initiated a rebranding project. I was selected as a team leader and led a group of four through the branding process.

### COMPUWARE SPONSORED PROJECT, Designer

January 2013-May 2013

In a team of seven, we developed an interactive presentation system and brand story for Compuware's strategic services department.