



# RACHEL PEEPLES

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## EDUCATION

### COLLEGE FOR CREATIVE STUDIES

BACHELOR OF FINE ARTS, 2014

## ABOUT ME

Highly creative and disciplined Designer with extensive experience in UI/UX, website and digital designs. Skilled in translating client business requirements into new design and path options creating aesthetically-pleasing website designs and marketing material that attracts customers. Focused and responsible leader with exceptional communicative skills; able to build successful relationships with clients nurturing new partnerships. Excel within deadline-driven, cross-functional environments. Areas of expertise, design and media...

## UI/UX DESIGN

Research/Concept Development, Prototyping/Wireframing, Responsive Designs and Image/Video Driven Designs

## WEBSITE DESIGN

Mobile-Friendly Designs, Navigation-Friendly, Sophisticated Designs and Informational Designs

## DIGITAL DESIGN

Social Media Assets, Email Marketing, Banners Ads, Landing Pages, Branding and Video Production

## TECHNICAL PROFICIENCIES

Adobe Creative Suite (XD, Photoshop, InDesign, Illustrator, Dreamweaver, Premiere Pro), InVision, HTML/CSS, Wordpress, PowerPoint and Figma

## EXPERIENCE

### OCTANE DESIGN

UI+UX Senior Designer, 2014-Present

Oversee digital design creations and solutions for websites, marketing/branding material, social media graphics and email marketing. Design responsive/mobile-friendly website collaborating with developers from conceptualization to completion. Create web collateral in social media assets and banner ads. Incorporate brand specific language in projects. Develop email marketing campaigns using HTML/CSS. Collaborate cross-functionally with copywriter, developers, printers and website/graphic designers accomplishing client projects. Deliver web production ready layered files. Maintain professionalism with internal/external customers. Use motion capture and design/edited footage. Manage designers with coding/designs on client email campaigns.

- Directed up to five projects weekly within deadline-driven, high-pressure environments.
- Consistently receive praise and recognition from clients for producing exceptional designs.
- Served as Art Director, Project Manager and Lead Designer on many design projects.

## ADDITIONAL EXPERIENCE

### COLLEGE FOR CREATIVE STUDIES (CCS) SPONSORED PROJECT

Designer, 2013

Served as team leader and spearheaded rebranding project.

### COMPUWARE SPONSORED PROJECT

Designer, 2013

Oversaw interactive presentation system development and brand story by collaborating with seven teammates and creating dynamic presentation on strategic service department.