HEY, I'M

Rachel Diazéna.

DESIGNER. ILLUSTRATOR. LEARN-WHATEVER-ELSE-IS-NEEDED-ER.

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ORRBITT CREATIVE — FULLY REMOTE — APR 2022-PRESENT

- Work both independently & collaboratively on on-going, deadline-driven projects with clients and teammates

- Take on multiple projects at once, organizing and prioritizing tasks throughout the day

- Develop logos and branding systems including logos, typography, color palettes, and brand guidelines

- Translate brands into marketing materials such as Powerpoints, Social Media graphics, and print documents

- Create website designs from start to finish

- Create vector illustrations (including assisting with scientific illustrations) and icon systems

MOD WORLDWIDE — REMOTE/PHILADELPHIA BASED — SEPT. 2020-APR. 2022

- Work as an integrated designer and creative consultant through the agency for one of our Fortune-50 clients

- Understand and communicate brand guidelines into other materials such as new identity systems, presentations, large designed documents, and ad campaigns

- Handle sensitive information and create designs accordingly

- Draw vector illustrations and icon systems

- Create storyboards for social media animations

- Handle multiple social media design asks ranging from carousels, Instagram stories, headers across platforms, and Twitter hashtag emojis

- Engage with developers, social media team, other agencies, and coworkers to work effectively through design problems

SOCIAL DESIGN HOUSE — ROCK HILL, SC — SEPT. 2018–SEPT. 2020

- Create brand identities from start to finish in widely varying industries, from tech startups to elementary schools

- Design marketing materials including social media assets, email designs, presentations, brochures, and templates for internal client use

- Edit and update web projects across many content management systems including Wordpress and Webflow

- Create and translate wireframes into webpage designs to be developed and reviewed by both teammates and clients using Figma

FREELANCE CREATIVE — OCT. 2019–PRESENT

- Manage projects and meticulously track time spent on projects for clients

- Communicate frequently to make sure everyone is on the same page

- Design brand identities from the ground up, from ideation to completion

- Design and present packaging concepts from scratch

- Create bespoke illustrations and patterns in various styles

EDUCATION

BFA IN VISUAL COMMUNICATION – WINTHROP UNIVERSITY

Rock Hill, SC — Class of 2020 — 3.8 GPA
Secretary of Department of Design's graphic design club, "Cmd+D"
Teaching Assistant for a freshman design fundamentals class

PROGRAMS I USE

Adobe InDesign	Microsoft Office	Figma	Notion
Adobe Illustrator	Asana	Adobe XD	Sketch
Adobe Photoshop	Google Apps	Squarespace	Keynote