Rachael Greene

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DESIGN PHILOSOPHY

User-centric solutions born of research, collaboration and innovation.

EXPERIENCE

05/15 - PRESENT

Senior Visual + Interaction Designer | Dell ~ contract

Collaborate with fellow designers, researchers, marketing and dev teams to create cohesive, valuable tools for our users. Redefine information architectures, create user flows, craft wireframes and redline visual comps. Contribute to Dell's new forward-thinking design language, Clarity 4.

11/10 - 04/15

Creative Director | Compeat

Ensured the success of all creative endeavors, from modernized branding to increased trade show presence. Updated the website to a clean, responsive design, resulting in dramatically increased site traffic and conversions, as well as improved accessibility. Simplified sitemap from 35+ pages to 7.

04/11 - 04/13

Creative Director | YAVI ~ contract

Created a unique brand identity and modern layouts for web and mobile apps. Attracted new customers with engaging email and print campaigns.

08/10 - 01/12

Illustrator | Unusual Occasions Cards ~ contract

Innovated within established vintage style to create greeting cards appealing to large retailers. Illustrations in "Pointed Wit" collection featured on "Glee."

04/10 - 09/10

Print + Production Designer | Ranch Road ~ internship

Collaborated with clients and designers to create provocative marketing material. Committed to craft and quality amidst the chaos of print production.

08/09 - 02/10

Graphic Designer + Copy Editor | the Design Bureau ~ internship

Improved style and accuracy of content to produce relatable, trustworthy material. Teamed-up to create packaging designs that flew off the shelves.

EDUCATION

09/02 - 05/06

Bachelor of Fine Arts | California College of the Arts

Graduated with distinction. Concentration in printmaking, painting and drawing.

AFFILIATIONS

02/15 - PRESENT

Member + Volunteer | the American Institute of Graphic Arts

SKILLS

UX Design

Visual Design

Concept Development

Web Development

Illustration