

# RACHEL ANTHONY

GRAPHIC DESIGNER

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## EDUCATION

### Miami University

Expected May 2022

BFA in Communication Design  
BA in Interactive Media Studies  
3.8 GPA

## SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
HTML and CSS  
Web Design  
Color Theory  
Typography  
Leadership

## INVOLVEMENT

### Pi Sigma Epsilon

Sept 2018–Present

Director of Interchapter Communications  
Design Committee Member

### Chi Omega

Feb 2019–Present

Graphic Design Chair

### MU Traditions

March 2020–2021

PR/Marketing Committee Member

## WORK EXPERIENCE

### English Language Learner Center

Graphic Designer, Sept 2019–Present

Create designs that reach 1500+ people. Develop collateral materials for the ELL Writing Center. Work with the Creative Director of Miami University to further develop the ELL's brand.

### Victoria's Secret

Package Design Intern, May–Aug 2021

Designed graphics and artwork for Victoria's Secret Beauty and Pink Beauty. Gathered assets and created design options for new products. Explored and executed design process from concept to launch.

### Omniboom

Graphic Design Intern, Sept 2020–Dec 2020

Constructed a company wide brand refresh. Executed logo redesign providing 8 different options. Created over 30 social media templates fit or LinkedIn. Developed design assets for a complete website redesign. Gathered all new elements and create a brand guide for future company use.

### Miami University Sales Competition

Brand Developer, Jul–Oct 2019

Designed a sustainable brand for the competition. Translated the brand onto different collateral including physical and digital advertisements. Collateral was dispersed throughout campus and brought in over 80 participants.

### Empowerme

Intern, May–Jul 2019

Established a new and sustainable brand for a career consulting company. Implemented a 9 week Instagram/LinkedIn social media strategy to drive follower engagement from 5 visitors per week to 120+. Designed 35+ easily accessible and usable templates for Instagram and LinkedIn to allow continued growth.

### Eye4Group

Part time Designer, Jan 2017–Jan 2019

Translated clients goals into concrete design. Worked with 25+ clients. Developed internal collateral materials. Designed signs, car wraps, and posters.

### Procter & Gamble

Market Research Consultant, Aug–Dec 2018

Designed and developed unique market research strategy on e-commerce of cleaning supplies. Achieved teamwork and project management skills through team meetings and delegating assignments. Managed a variety of market research methods such as in-depth interviews, surveys, and focus groups.