

RE
DE
BE
EN

RQ DESIGN

hello...
my name is rachel usmani



Senior Designer and Creative Lead with over 15 years of specialized experience in print, digital graphics and marketing communication strategies with a background in social media content development, web content management systems, as well as knowledge of video editing, motion graphics and illustration.

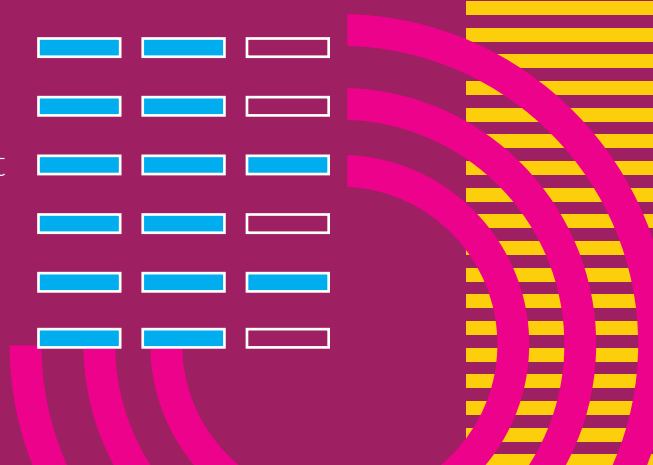
education.

Virginia Marti College of Art + Design
Associate Degree in Graphic Design
President of the AIGA Student Chapter

2004-2006
3.89 G.P.A.
2005-2006

skills.

Photoshop		Microsoft Word	
Illustrator		Mircosoft Powerpoint	
InDesign		Microsoft Excel	
Premiere		Photography	
After Effects		Videography	
Affinity		Project Management	
CMS		Motion Graphics	
Illustration		Procreate	
Basecamp		Copywriting	



experience.

Creative Director of PR & Marketing

Lake Erie College

Oct. 2018 - Present

Painesville, Ohio

Lead creative executing on traditional, digital, and interactive media development including print and digital marketing material, landing pages, web content and graphics, eblasts and CRM campaigns.

Project manage team and support workflows in accordance with various deadlines of incoming projects from external and internal departments.

Provide creative direction to both in-house and freelance designers including acting as a liaison between client and designers for feedback and critique.

Manage external vendor relationships including printers, advertisers, digital media vendors and freelance designers.

Administrative tasks such as time and project management, budget, expense reports, vendor selection and personnel professional development.

Graphic Designer | Artist | Instructor

Freelancer

Sept. 2016 - October 2018

Cleveland/Akron, Ohio

Manage clients as a freelance graphic designer executing on ads, corporate branding, logo developments, marketing materials, photography and web design.

Work as an instructor teaching digital art to kids from grades 5-12 at the Cleveland Institute of Art.

Clients include: Geometry Global Akron, Orange Art Center, 4Walls, Case Western Reserve University, 1984 Publishing, AirGas, Graffiti heART.

Senior Graphic Designer

STERIS/US Endoscopy

June 2009 - Sept. 2016

Mentor, Ohio

Responsible for designing and developing all marketing collateral as part of communications team.

Lead creative in all company projects such as product launches, social media/web and other initiatives.

Handle all print/web graphics and maintain and innovate with company's existing brand.

Execute on pre-production, production and post production in all media projects.

Graphic Designer

OmegaSea, Ltd.

Feb. 2007 - June 2009

Perry, Ohio

Responsible for conceptualizing, designing and developing all marketing material.

Design and manage new products and packaging.

Update and maintain company website.

Assist in customer service, international arrangements and sourcing and working with outside vendors.

work.



Honoring Lake Erie Alumnae Who Empowered Generations of Women



ORANGE ART CENTER

branding/logo design.

Throughout my career, branding and logo development has been one of my strengths. It allows me to craft the visual storytelling process from the beginning, connecting my clients with their audience.

Lincoln Lounge Cafe Logo

Centennial Suffrage Celebration Logo

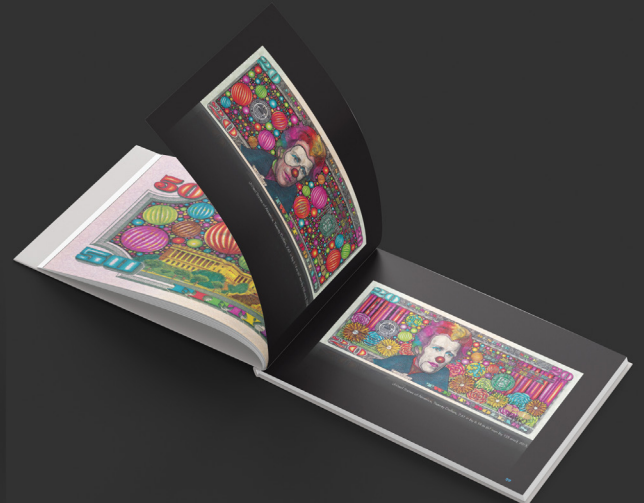
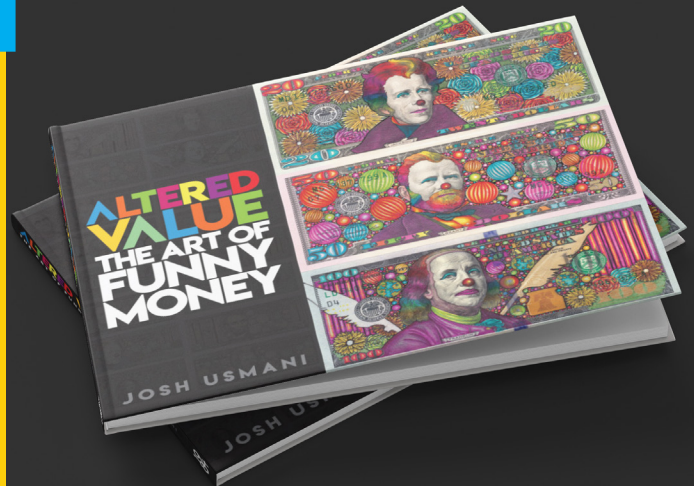
Orange Art Center Logo

publication design.

I believe the process of putting together any kind of book is the designer equivalent of curating a gallery show. Collaborating, organizing and taking every page into consideration to tell a story is taxing but also rewarding once you get to see the finished product.

Altered Value: The Art of Funny Money
by Josh Usmani

Published by 1984 Publishing



web design.

Designing websites are some of the most challenging projects in my 12+ years working within marketing departments. It's important to build them correctly and aesthetically. Not only are you working with your entire creative team but also the staff and stakeholders. It takes a lot of collaboration and adaptation to get an entire company or institution on the same page.

US Endoscopy Responsive Website Re-design

Orange Art Center New Website

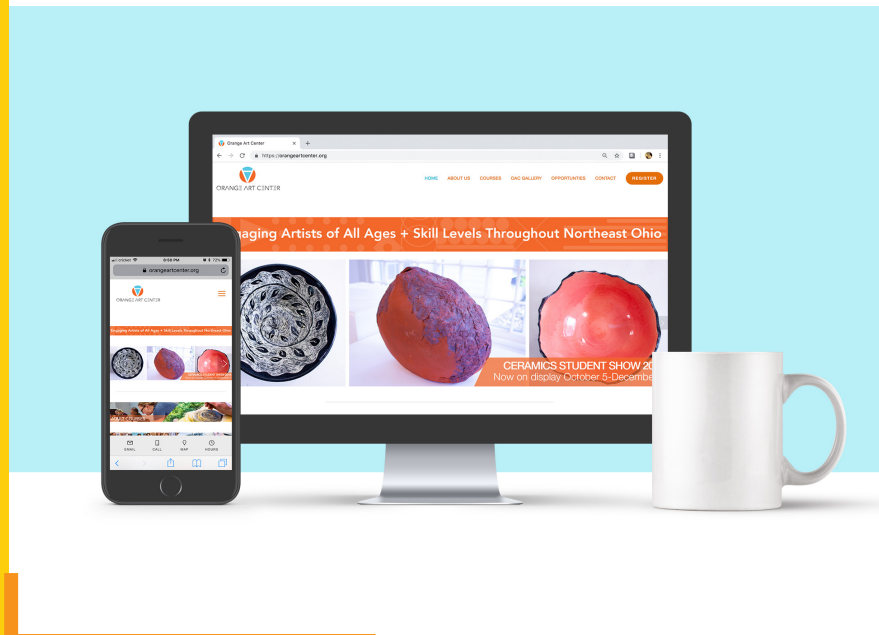
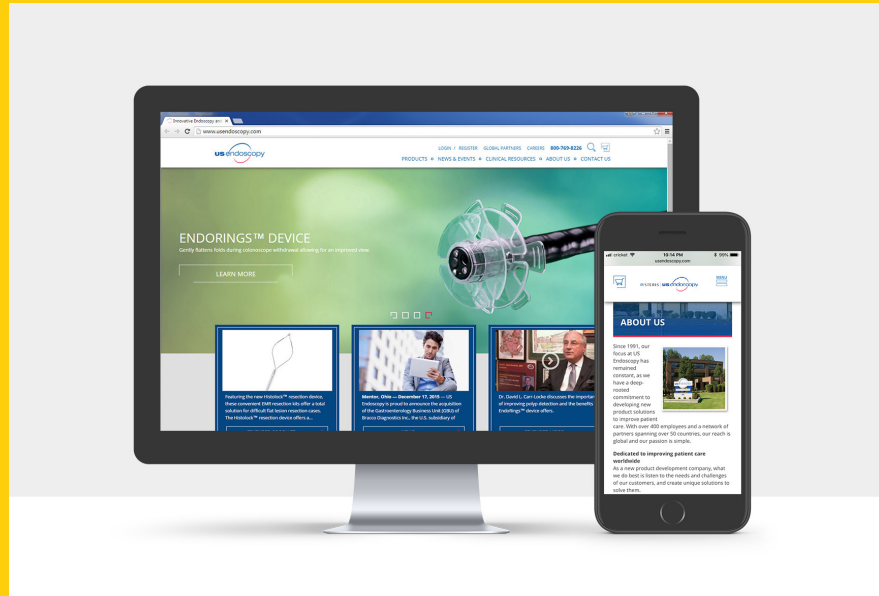


illustration.

Creating illustrations is vital to my progression as a creative designer. Many of the same concepts and processes that go into illustration go into design. Like each design, I learn something from each illustration I create.

*You and Whose Army -
Procreate, iPad Pro, Apple Pencil*



RU
DESIGN

rachel usmani
senior designer
rachelusmani.com
rachusmani@gmail.com
440.231.1616