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Rachel Katz  
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Senior Graphic Designer

## EDUCATION

Towson University 2010  
*B.A. Graphic Design*

## ABOUT ME

Talented, hardworking, strategic designer who loves working in fast-paced environments and conquers all challenges with a smile! Success in advancing brand recognition, streamlining brand guidelines, driving conversion and sales, and enhancing consumer engagement through creatively designed campaigns for digital and print use.

## SPECIALTIES:

- Identity/Branding/Design
- Concept Development
- Photo Shoot Art Direction
- Digital/Social Media
- Brand Strategy/Positioning
- Packaging Design
- Style Guide Development
- Pitching & Presenting
- Project Management
- Pre-Press/Production

## GET IN TOUCH

portfolio: rachkatz.com  
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410-440-4238

## EXPERIENCE



### SHARI'S BERRIES An FTD Company

*Senior Graphic Designer, 2017-Present*

- Led creative on multiple e-commerce campaigns that cohesively spanned all marketing channels including site, social and tv.
- Successfully oversaw team of three designers to develop on-brand email marketing campaigns for current and prospect customers that increased clickthrough rate and drove traffic to site
- Developed seasonal packaging aligned to business goals related to strategy and positioning that met/exceeded company revenue goals, a 10% YOY increase from previous year.
- Collaborated with marketing, merchandising & sourcing teams to concept and produce a comprehensive portfolio of 37 new core product packages to elevate recipient experience and create an overall brand experience for the customer
- Managed cross-functional communication of the production process – including timeline management and vendor relationships
- Concepted, designed and produced a successful Shari's re-brand from Shari's Berries to Shari's Gourmet (logo, visual tone, website, and brand campaign) collaborating cross-functionally on consumer segmentation research, brand architecture development, and launch
- Created paid and organic social media campaigns

### BLUFISH DESIGN STUDIO

*Senior Graphic Designer, 2014-2017*

- Concepted and produced email campaigns, web banners and website design from concept to completion
- Successfully developed identity and branding for numerous clients focused in the home builder industry
- Developed ad campaigns featured in magazines and newspapers including New Home, Luxe & Union Tribune
- Collaborated with product development team to produce detailed presentations and mockups

### THE LINDY BOWMAN COMPANY

*Graphic Designer, 2011-2014*

- Developed artwork for gift bags, gift boxes, setup and folding boxes that sold wholesale to QVC, Ross, Big Lots, T.J. Maxx, etc.
- Created packaging labels and dielines for new product development.
- Produced product/packaging mockups & sales presentation boards for custom projects.
- Designed schematics for planograms, PDQ & POP displays.
- Assisted creative product photoshoots.
- Managed service contracts, invoices, licensing agreements