

## DESIGN SKILLS

Branding  
UI/UX  
Typography  
Motion Graphics  
Illustration  
Photo Retouching  
Pattern Design  
Printing Press Check

## TECHNICAL SKILLS

Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Sketch  
Figma  
Miro  
Jira  
MS Office  
Basic HTML & CSS

## OTHER SKILLS

Project Management  
Copywriting & Editing  
Research Methods  
Marketing  
Content Development  
Ad Buying  
Fire Breathing

## PORTFOLIO

[www.rachelfinfante.com](http://www.rachelfinfante.com)

## WORK

### ELOQUII

Senior Designer & Creative Project Manager  
Graphic Designer

New York, NY  
May 2021 – current  
April 2017 – May 2021

- Design graphics and brand guidelines for campaigns, marketing emails, stores, catalogs, events, out of home advertisements, and more for a top plus size fashion company
- Develop and refine the UI/UX of pages on ELOQUII's website
- Cross-functionally manage all creative department projects to ensure deliverables are completed with high quality on tight schedules

### Truth in Aging

Beauty Ecommerce & Design Associate

New York, NY  
July 2016 – April 2017

- Created graphics for use in daily promotional emails and on website for skincare ecommerce and review site

### Playwrights Foundation

Public Engagement Manager & Graphic Designer

San Francisco, CA  
Nov 2014 – August 2016

- Designed print and digital materials for the largest new play development center on the West Coast
- Managed graphic design and marketing interns
- Developed and executed marketing campaigns for new play readings and fundraising efforts

### Carat USA

Assistant Media Planner

San Francisco, CA  
October 2013 – June 2014

- Contributed to planning and implementation of strategic Walt Disney World advertising account to drive awareness and conversions
- Analyzed digital plan performance for recurring client reporting

### ZOOM Marketing

Marketing Intern

Palo Alto, CA  
Summer 2012

- Assisted marketing consulting firm in summarizing customer interviews for input into branding & positioning for client

## EDUCATION

### Bard College B.A.

Major in Studio Art with Concentration in Mind, Brain, & Behavior

Graduated May 2013

### UC Berkeley Extension

User Interface & User Experience, Design Enrichment Courses

Spring – Winter 2015

### Stanford University

Psychology of Social Media, Media & Entertainment, Website Design

Summer 2011, Fall 2014