

rachel *mattern*

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Port St Lucie, FL

Creative and self-motivated Graphic Designer with 11 years of experience. Skilled at utilizing sales data and trend research to develop high-performing designs. Organized team player who upholds brand consistency and delivers impactful visual solutions across print and digital platforms. Expert in Illustrator, Photoshop, and InDesign. Desire to constantly learn and grow. Passionate about creating designs that resonate with people.

experience

Book Cover Illustrator

Barbour Publishing, Freelance, March 2025 - Present

- Created hand-drawn book cover illustrations that captured each book's tone and aesthetic, helping increase reader interest and engagement.

Product Graphic Designer

P. Graham Dunn, Remote, April 2016 - October 2024

- Designed 20 to 50 unique home decor products a week based on sales data insights, resulting in over 800 positive customer reviews.
- Expanded retail presence in stores, including Cracker Barrel and TJX Companies, by researching and creatively implementing current design trends to over 500 products.
- Streamlined workflow efficiency by 25% through managing and organizing a digital asset library using optimized keywords.
- Collaborated with the design team, production managers, and sales team to consistently meet project deadlines and uphold high production standards.

Branding Graphic Designer

Wordpress BFF, Freelance, August 2016 - January 2019

- Designed brand identities by visually capturing each client's unique purpose resulting in stronger connections with their target audience.

Marketing Graphic Designer

P. Graham Dunn, Dalton, OH, October 2013 - April 2016

- Designed print and digital advertisements in alignment with brand guidelines, increasing product sales and brand awareness.
- Created aesthetic, well-organized product catalogs improving the wholesale ordering experience.
- Crafted over 50 realistic product mockups for promotional use, helping customers visualize the home decor products and make confident purchasing decisions.

education

Bachelor of Arts in Visual Art and Graphic Design, Minor in Communication

Malone University, Canton, OH

skills

Adobe Creative Suite (InDesign, Illustrator, Photoshop), Procreate, Canva, Showit, Microsoft Office