



# RACHEL HUMBRECHT

Graphic Designer

## Overview:

I'm Rachel and I'm a graphic designer specializing in brand identity and user experience design. I've been dabbling in design and artistic mediums for over a decade and worked with a wide variety of design teams and clients.

## Contact Info:

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## I Am A

Graphic & Web Designer \\ Blogger  
\\ Seamstress \\ DIY Enthusiast \\  
Painter \\ Photographer \\  
Snowboarder \\ Dog Lover \\  
Runner \\ Gamer

## Skills & Knowledge:

### Programs -

Affinity Designer \\ Affinity Photo \\  
Final Cut Pro \\ Motion \\ Microsoft  
Office & iWork

### Coding -

HTML \\ CSS \\ PHP \\ WordPress  
Development

### General -

Project Management \\ Remote  
Workflow \\ Client Communication

## Freelance Graphic Designer *January 2012 - Present*

I've been working on various freelance graphic design jobs since I left art school in 2012. I take on individual projects that I feel will challenge me and help me grow my skills. Through freelancing, I've been able to work on many different types of design projects including packaging design, web design, logo development, branding, clothing design, and more.

## Farnsworth Gowns *Seamstress · November 2020 - Present*

As a seamstress with Farnsworth Gowns, I cut and sew handmade burial gowns for funeral homes all over the country. I work with industrial machines in a production style workshop to custom make each gown to order.

## Little Earth Productions *Seamstress · June 2020 - September 2020*

I took a temporary position at Little Earth Productions this summer as a seamstress making fabric facemasks for a collaboration between Kiya Tomlin and Highmark. I was responsible for sewing as many facemasks as possible in a shift to help them meet their goal of 125,000 masks by September.

## Thought Space Designs *Lead Designer · January 2012 - May 2018*

Full service marketing & design company working remotely with clients across the US. Provides full branding design services, as well as website design/development, fully custom plugin/app design/development, as well as brand consultation and artistic direction.

### My Role:

- Lead designer for projects including logo designs, website layouts, print products, promotional materials, and more.
- Front end web development, including coding portions of custom WordPress themes, customizing CSS for WordPress themes, and managing websites (page/content creation) via a WordPress admin panel.
- Webmaster tasks like setting up WordPress plugins including WooCommerce, Ninja Forms, Yoast SEO, iThemes Security, and more.

## rue21 *Graphic Designer · May 2018 - April 2019*

Fast fashion retailer of casual clothing for teens and young adults. Offers trend focused styles at affordable prices both online and in stores for girls and guys.

### My Role:

- Create graphic design elements across a variety of channels to illustrate promotions. Channels include the company website, emails, social media, and print.
- Primary focus on creating email layouts for daily promotions.
- Work closely with other departments such as marketing, ecommerce, and copywriting to effectively plan and execute design projects that speak to rue21's diverse customer base.