

# RACHEL FLORES

Graphic Designer

832.499.1541 | flores.rachel@gmail.com  
rachelsayshi.com

Sept. 2020  
– present

## Senior Graphic Designer Design At Work

- Develop brand and marketing campaigns for new clients by working closely with copywriters and account directors to establish a tagline, voice and consistent visual elements that emphasize the client's differentiators and values.
- Spearhead and maintain design direction for existing and incoming clients.
- Develop brand identities and systems that drive the overall look and feel of websites, social media, digital marketing assets and printed materials.

## Skills + Tools

Brand Development  
Typography  
Print Design  
Editorial Design  
Web Design  
Discovery Creation + Analysis  
Leadership + Direction  
Project Management  
Time Management  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Figma/Sketch  
WordPress  
HTML/CSS  
MailChimp  
Campaign Monitor  
Canva  
Microsoft Office

## Awards

2019 AMA Houston Crystal Award  
*Branding / Rebrand*

## Organizations

AIGA Houston, July 2018 – July 2020  
*Director of Operations*  
Organize board productivity tools, track incoming and outgoing board members, and systemize general board processes. Work with different personalities to solve problems and create community experiences that echoes board goals.

AIGA Houston, July 2015 – July 2018  
*Education Programming Co-Director*  
Organized and executed workshops and speaker events. With the help of a co-director, planned and coordinated three AIGA Houston Inside Job conferences—one of AIGA's largest in-house conferences. Developed relationships with community leaders and reached out for sponsorship opportunities.

## Education

University of Houston,  
Kathrine G. McGovern College of the Arts  
*BFA Graphic Communications, 2012*

Aug. 2017  
– present

## Adjunct Faculty, "Fundamentals of Design" University of Houston, Kathrine G. McGovern College of the Arts

- Demonstrate the principles of graphic design and visual communication, composition, space, and message.
- Encourage problem-solving and hands-on experimentation with various mediums and materials.
- Lead and moderate group critiques of formal qualities of design and artwork.

Sept. 2018  
– Jun. 2020

## Design Director Primer Grey

- Oversee design direction for all projects while also defining project scope and budgets for proposals.
- Project manage, guide, and develop the skills and concepts of new designers.
- Manage client expectations, project timelines, and changes to scope when necessary.
- Develop brand identities, systems, and strategies through the discovery process.

Sept. 2016  
– Sept. 2018

## Senior Designer Primer Grey

- Developed brand identities and systems, including web design, print collateral, and campaign work.
- Helped develop discovery questions and workshops for new projects; distilled discovery findings into deliverable documents that outlined mission and vision statements, differentiators, target audiences, and recommendations moving forward.
- Managed all projects and maintained the relationship of our largest client.
- Project managed and guided interns to develop technical and soft skills, designs, and concepts for projects.

Sept. 2012  
– Sept. 2016

## Designer Primer Grey

- Expanded the identity of established brands, gathered quotes from vendors, designed and developed promotional emails for Primer Grey.
- Created brand identities in tandem with senior designers and pitch concepts and ideas to leadership.