

RACHEL CARTER

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PROFESSIONAL SUMMARY

As a creative designer with over 15 years of experience, I specialise in crafting effective solutions across print, digital, and UI design. I'm passionate about clean, minimal aesthetics that solve complex problems and deliver meaningful results. Holding a Bachelor's in Graphic Design from the Nova Scotia College of Art and Design along with a micro-credential in UX design, gives me a strong foundation in both visual storytelling and user-centered design.

In my role as Senior Designer at Creative Refinery in Auckland, I lead projects from concept to completion, ensuring that all assets align with client objectives and are delivered on time and within budget. My experience as Art Director at Target Furniture highlights my commitment to collaboration and my ability to establish cohesive brand standards while executing multi-channel strategies.

Recognised for my critical thinking and team-oriented approach, I am dedicated to helping companies achieve their growth goals through design work that aligns with strategic objectives and elevates brand impact.

EDUCATION

Bachelor of Graphic Design

Nova Scotia College of Art and Design (2005)
Halifax, Nova Scotia, Canada

UX Design Micro-Credential (Level 5)

Yoobee Colleges Limited (2024)
Auckland, New Zealand

DESIGN PRINCIPLES

Branding
Typography
Visual Hierarchy
Info Graphics
Packaging
POS
Advertising
UI Design/UX Design
Digital Design
Social Media
Video/Animation

TECHNICAL SKILLS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe XD
Adobe Acrobat
Figma
Microsoft Office
Mailchimp/Emarsys
Wix/Rocketspark/Squarespace
Monday.com/Trello

SOFT SKILLS

Collaborative Team Player
Creative & Innovative Thinker
Effective & Clear Communicator
Skilled in Time Management
Personable & Approachable
Highly Organised & Detail-Oriented
Adaptable & Flexible
Proactive Problem Solver
Strategic & Critical Thinker
Reliable & Dependable
Decisive

RECENT EXPERIENCE

Senior Designer

May 2023 – Current
Creative Refinery, Auckland, New Zealand

- Collaborate closely with team members, combining our strengths & insights to deliver cohesive, impactful designs
- Empower colleagues by fostering a creative environment that encourages innovative ideas & effective problem-solving
- Develop compelling creative assets that align with clients' brand goals & resonate with target audiences across all platforms
- Ensure projects are completed on time & within budget, supporting project profitability & efficiency
- Effectively coordinate with external providers to streamline project timelines & reduce production delays
- Assist in event production & management for key clients
- Manage invoicing & job quotations with precision

Art Director

November 2021 – May 2023

Graphic Designer

December 2017 – November 2021
Target Furniture, Auckland, New Zealand

- Organised & executed seasonal photo & video shoots
- Managed external suppliers to maintain consistent brand messaging across all platforms
- Collaborated with internal stakeholders to embed company vision into creative messaging
- Conducted the redesign of e-commerce website, improving user experience & boosting online sales
- Developed brand standards, updated store branding & visuals, created a unified brand experience across all platforms
- Produced high-quality marketing assets that contributed to an omni-channel retail experience across stores & digital platforms
- Partnered with marketing to develop effective campaign strategies, driving engagement & improving ROI
- Streamlined project workflows through effective communication with cross-functional teams
- Encouraged team members to explore new skills, fostering a culture of continuous learning & creativity
- Spearheaded email marketing campaigns, enhancing subscriber engagement & increasing conversions

PAST EXPERIENCE

Graphic Designer, *Snap Printing*, Auckland (10/13 – 12/17)

Graphic Designer, *Technix Industries*, New Plymouth (09/12 – 10/13)

Graphic Designer, *Select Wine Merchants*, Vancouver (10/07 – 05/08)

Production Designer, *The Coast Newspaper*, Halifax (02/06 – 12/06)

Creative Website Instructor, *Kyber Kids Summer Camp*, Halifax (Summer '05)

Intern, *M5 Communications*, Halifax, (Summer '05)

Production Designer, *Whitehorse Daily Star*, Whitehorse (Summer '00 – '07)

Production Assistant, *Inkspirationz Graphics*, Whitehorse (Summer '00/'01)