



RACHEL CARTER

rachelycarter@hotmail.com

021 242 8464

rachelcarter.info



CAREER OBJECTIVE

As an experienced and innovative designer with a passion for creativity and a drive for excellence, I am seeking a new challenge within a dynamic and creative environment.

I am eager to leverage my expertise in visual storytelling and design to bring projects to life and drive business results.

DESIGN PRINCIPLES

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

TECHNICAL SKILLS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Adobe After Effects
Adobe XD
Microsoft Office
Mailchimp/Emarsys
Wix
Monday.com

SOFT SKILLS

Team Player
Creative
Communicative
Time Management
Personable
Organised

EXPERIENCE

Senior Designer

May 2023 – Current

Creative Refinery, Auckland, New Zealand

- Communicate with clients to produce creative assets as per brief
- Liaise with external providers/contractors
- Monthly invoicing
- Ensure all design assets meet accuracy and consistency within required time frames
- Time management - work within quoted budgets

Art Director

November 2021 – May 2023

Target Furniture, Auckland, New Zealand

- Organise, execute and direct on location seasonal photo/video shoots
- Manage and direct external suppliers to ensure brand/messaging consistent across all channels
- Collaborate with internal stakeholders to create and implement company vision and values messaging
- Ensure all campaign assets meet accuracy and consistency within required time frames
- Communicate with cross functional teams, departments and internal management

Graphic Designer

December 2017 – November 2021

Target Furniture, Auckland, New Zealand

- Created brand standards which improved brand consistency across 7 nationwide stores and online store
- Designed new PWA website that increased online sales
- Collaborated with marketing team to create sale and BAU campaign strategies
- Produced all POS/marketing assets for print, digital and web channels
- Assisted in the implementation of an omni-channel retail experience across 7 stores, website and social media
- Spearheaded the implementation of email marketing campaigns through Mailchimp and Emarsys

Graphic Designer

October 2013 – December 2017

Snap Printing, Auckland, New Zealand

- Communicated with external clients to create designs as per briefs
- Prepared files for print production; digital and offset
- Maintained design standards and accuracy on tight deadlines
- Assisted in implementing an online ordering system for repeat clients

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)

EDUCATION

Bachelor of Graphic Design

Nova Scotia College of Art and Design (2005)

Halifax, Nova Scotia, Canada

References available upon request.