



# RACHEL BOGGS

GRAPHIC DESIGNER

Graphic Design expert with 10+ years of experience specializing in packaging design, digital content, and brand development within several industries. I thrive in a fast-paced environment working on a diverse range of projects either independently or in a team setting, as I am an exceptionally collaborative and goal-oriented leader and creator.

## EXPERIENCE

### Great American Merchandise & Events (GAME)

**Manager, Creative Content & Design** | February 2023 - Present

Strategically collaborate with the leadership team to define the GAME brand and ensure branding is then properly translated to all key marketing materials and consumer touch points. Develop and lead the creation of all product packaging, working closely with the factories to ensure all production of packaging meets GAME's quality standards. Support eCommerce efforts with visually appealing creative assets that help virtually sell the product and convert impressions to purchases.

### American Direct Marketing Resources

**Graphic Designer** | October 2022 - February 2023

Design press-ready direct mail pieces and packages for various clients including AAA Insurance, T-Mobile, Southwest Airlines, Home Chef, and more. Conceptualize and generate internal print and digital materials for sales and marketing teams as well as company leadership.

### Cosmos Corporation

**Associate Design Manager** | October 2020 - December 2021

Guided all creative projects and assumed responsibility for the overall quality of work produced by the creative department. Led the design of multiple large-scale brand launches for several product lines in collaboration with Brand Managers, directly resulting in year-over-year global sales growth of roughly 50% from 2019 to 2021. Major Brand Launches include but are not limited to:

- TropiClean Enticers
- TropiClean PerfectFur
- TropiClean Fresh Breath Certified Wellness Collection
- TropiClean Essentials

Managed creative project priorities and delegation from concept to completion utilizing project management software and communication meetings with internal teams, external agencies or contractors. Assisted Marketing Director in developing brand identities for several brands, as well as establishing new file structures and naming conventions. Managed all label updates and coordinated the timing of rolling changes with Supply Chain, Brand and Product Managers. Finalized and approved all printed components to ensure quality and consistency while ensuring that visual communication and brand standards were consistently met across various media.

**Design Supervisor** | May 2020 - October 2020

Built and led a team of creative designers, photographers, illustrators, and production artists including full-time employees, contract hires, and outside agencies ensuring that capacity was adjusted to accommodate workload ebb and flow, resulting in higher quality work on expedited timelines. Maintained all duties and responsibilities of a graphic designer while developing and establishing new processes to streamline workflows and alleviate pain points within several creative pipelines.

**Graphic Designer** | December 2017 - May 2020

Conceptualized and generated production-level design work for in-store displays and signage, print and digital advertisements, packaging, social media, eCommerce content, email marketing, and sales presentations for multiple brands. Developed and managed brand guidelines for portfolios of multiple products to ensure consistency across each brand. Produced consumer and trade-focused copy for advertisements, sales tools and presentations, and social media content.

### Auto Styles, LLC

**Senior Graphic Designer & Manager** | January 2013 - September 2017

Responsible for management of entire business and design project coordination, as well as sales and customer service. Produced and maintained photo and video content for social media platforms while designing, printing, producing and installing vehicle wraps and vinyl decals. Designed logos, digital content, advertisements, brochures, and t-shirts.

### Craven Performance and Off-Road

**Graphic Designer & Sales Representative** | May 2014 - Dec 2014

Produced all vinyl decal design work while also working with customers in sales, assisting with office work, and project management. Designed all social media content, advertisements, and marketing materials.

### RBoggs Design

**Freelance Graphic Designer** | May 2013 - Present

Collaborate directly with clients to manage timelines and set project expectations for conceptualization, execution, and integration of branding and marketing packages. Develop logos, print and digital collateral and advertisements, brand identity packages, social media content, packaging design, business cards, promotional pieces, sales presentations, etc. Provide completed brand packages with established brand guidelines and deliverables.

## CONTACT

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## EDUCATION

Lindenwood University | 2015

**Bachelor of Fine Arts**

Graphic Design

## SKILLS SUMMARY

Adobe Creative Cloud

Adobe Illustrator

Adobe InDesign

Adobe Photoshop/Lightroom

Brand Building

Creative Direction

Digital Asset Management

Digital & Print Content

Illustration & Iconography

JIRA, Proofhub, Workfront, Trello

MacOS & Windows

Microsoft Office

Packaging Design

Photography & Photo Editing

Print Production & Pre-Press Setup

Project Management

Self-Motivated Problem Solver

Team Leadership

Typography

## INTERESTS

 Travel

 Video Games

 Animals

 Star Wars