



RACHEL BOGGS

GRAPHIC DESIGNER

Collaborative and detail-oriented graphic design leader with 10+ years of experience specializing in packaging design, print and digital content, brand development, and creative direction of 15+ brands and more than 200 individual products. Thrives in a fast-paced environment working on a diverse range of projects independently or within a team setting.

EXPERIENCE

Great American Merchandise & Events (GAME)

Creative Content & Graphic Design Manager | February 2023 - Present

- Collaborated with leadership team to define the GAME brand, ensuring consistent branding across all marketing materials; increased brand recognition by 40% and consumer engagement by 25% within 6 months
- Executed the filming, editing, and production of 6 product and instructional videos within 4 months, leading to over 500 views on YouTube within 5 months of upload.
- Design all product packaging, working closely with vendors to ensure all production of packaging meets GAME's quality standards, reducing packaging errors by 20% and decreasing production time by 1-2 weeks.
- Support digital efforts by creating e-commerce content for Amazon, Home Depot, and Walmart, social graphics, video, and email campaigns that increased customer click-through rates by 60%.
- Support sales and events teams with creation of sales presentations, catalogs, merchandise sheets, event signage, promotional material, and all other marketing collateral.

RBoggs Design

Freelance Graphic Designer | May 2013 - Present

- Communicate directly with clients to manage timelines and set project expectations for conceptualization, execution, and integration of branding and marketing packages for 20+ brands and small businesses.
- Design, develop and deliver logo packages, print and digital collateral and advertisements, brand identity packages, social media content, packaging design, business cards, promotional pieces, sales presentations, etc.

American Direct Marketing Resources

Graphic Designer | October 2022 - February 2023

- Designed press-ready direct mail pieces and packages for various clients including AAA Insurance, T-Mobile, Southwest Airlines, Home Chef, and more.
- Conceptualized and generated 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 ensured the overall quality of work delivered by the creative department.
- Led the design of 5+ large-scale pet product brand launches in collaboration with Brand Managers, directly resulting in year-over-year global sales growth of roughly 50% from 2019 to 2021 in-stores and on e-commerce platforms.
- Managed creative project priorities and delegation utilizing project management software and communication meetings with internal teams, external agencies and contractors, increasing productivity by 25%.
- Assisted Marketing Director in developing brand identities for 8+ brands, as well as establishing new file structures and naming conventions that helped improve clarity and reduce project turnaround times by 20%.
- Directed 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 that visual communication and brand standards were consistently met across various media, leading to 35% increased customer retention.
- Led and mentored each team member to discover the pain points in their role and found solutions to help alleviate them, while helping them pursue their individual goals and aspirations.

Design Supervisor | May 2020 - October 2020

- Built an internal creative team from 2 full-time designers to 6 over the course of 5 months, leading to promotion.
- Sourced photographers, illustrators, and production artists, including contract hires and outside agencies to ensure that capacity was adjusted to accommodate workload ebb and flow, resulting in higher quality work on expedited timelines and saving the creative team 15-25 hours per week.
- Developed and established new processes to streamline workflows and alleviate pain points within several creative pipelines, reducing average project completion time by 25%.

Graphic Designer | December 2017 - May 2020

- Conceptualized and completed production-level design work and consumer and trade-focused copy for in-store displays and signage, print and digital advertisements, packaging, social media, e-commerce content, email marketing, and sales presentations for more than 12 brands.
- Developed and organized brand guidelines for 10+ product lines.
- Created design and layout standards for multilingual packaging to be sold in international markets, expanding sales opportunities to over 43,000 retailers globally within 70 countries.

Auto Styles, LLC

Senior Graphic Designer & Manager | January 2013 - September 2017

- Managed general day-to-day business, sales and customer service, and design project coordination for logos, digital content, advertisements, brochures, flyers, and t-shirts, resulting in 40% customer growth in 2 years.
- Produced and maintained photo and video content for social media platforms while designing, printing, and installing vehicle wraps and vinyl decals.

Craven Performance and Off-Road

Graphic Designer & Sales Representative | May 2014 - Dec 2014

- Designed and produced all vinyl decal work, social media content, advertisements, and marketing materials.
- Assisted with sales, office work, and project management.

CONTACT

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EDUCATION

Lindenwood University | 2015

Bachelor of Fine Arts

Graphic Design

SKILLS

Adobe Creative Cloud

Adobe After Effects

Adobe Illustrator

Adobe InDesign

Adobe Photoshop & Lightroom

Brand Building & Design

Creative Direction

Digital Asset Management

Digital & Print Content

Figma

Google Slides

Illustration

Iconography

JIRA, Proofhub, Trello, Workfront

MacOS & Windows

Microsoft Office Suite

Packaging Design

Photography & Photo Editing

PowerPoint

Print Production

Pre-Press Setup

Project Management

Team Leadership

Typography

INTERESTS

📍 Travel

🎮 Video Games

🐾 Animals

🗡️ Star Wars