

# rachelle marina johnson

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using **graphic design** as a force for good

A highly motivated, experienced, creative and process-orientated designer, with a background in CPG brands. As a "Jane-of-all-trades" designer, I'm skilled at taking client ideas and designs from concept through to marketing, whether it's web, digital and social campaigns, print production, or in-store display. I'm on a mission to use my skills to help make an impact on brands who are making an impact.

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## professional experience

**graphic designer** // Cabot Creamery // Freelance, Feb 2023 - present

Adapt new logo and brand identity to various design materials. Create and update mechanical files for product packaging, paying close attention to detail to ensure printer notes and files are ready for production.

**production designer** // March of Dimes // Contract, Aug-Oct, 2022

Design marketing and promotional materials for various events and markets. Maintain and apply March of Dime's visual identity across all communication efforts.

**senior designer** // We Are Guru // 2019 - 2021

Collaborate with the CEO, creative director, copywriter, and media team to conceptualize campaigns. Guide the team during brainstorming by keeping us grounded in the strategy, brand insights, and visual identity. Establish design directions for campaign concepts and expand them across a variety of assets ranging from digital to print to social.

Client: **Clover Sonoma**

### **Clover the Rainbow Brand Launch**

- Spearheaded the art direction and design of the brand launch.
- Teamed up with the creative director, copywriter, and media team to create a brand launch campaign across a variety of media and a website that felt cohesive with the Clover Sonoma parent-brand.
- Designed a variety of assets for multiple platforms such as social media, in-store POS, digital ads, and print. Raising product and brand awareness with new and existing Clover consumers.

### **CloverSonoma.com Redesign**

- Evaluated Clover Sonoma's current homepage, product pages, and blog pages in order to improve both UI and UX, and overall brand identity and design on the site.
- Introduced new brand elements to the homepage design that helped elevate and modernize Clover Sonoma's visual identity, creating consistency.
- Improved the user experience across all the product pages by creating a more intuitive flow and designed the pages so the key information had more hierarchy and accessibility.
- Established new templates for the blog that created better categorization between posts, updated the visual identity, and allowed for more variety and ease of use for the client when posting to the blog.

Client: **Bring Change to Mind**

### **PSA Campaign - Generation #NoNormal**

- Partnered with the creative director and copywriter to brainstorm and conceptualize how we could build off of Bring Change To Mind's 2020 PSA, No Normal.
- Incorporated and built upon insights from the teens (the primary target audience) who evaluated 2020's PSA campaign in order to elevate the new campaign and maintain relevance and relatability towards teens.
- Supported the team during brainstorming and concepting by providing insights that were informed by the brand strategy, teen feedback, and relevant cultural and societal events.
- Composed multiple moodboard to give a sense of art direction for the different concepts that were presented to the client.
- Built out the design direction for the chosen concept in order to see how it could expand and come to life across multiple assets with a variety of messages.
- Produced an entire suite of social assets for the launch of the campaign in May targeting teens, parents,

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## professional experience

### **graphic designer** // We Are Guru // 2018 - 2019

Collaborate with associate creative director, art directors, copywriters, and strategists. Produce a wide range of assets for multiple clients including digital banners, email marketing, organic and paid social, and print.

- Improved and maintained brand identities for multiple clients: Clover Sonoma, organicgirl, REBBL, and more.
- Completed projects in an efficient and timely manner in order to meet deadlines.
- Established design processes to be utilized by the creative team in order to maintain efficiency and consistency.
- Advocated for more collaboration among the creative team to create stronger working relationships and foster more creative thinking in a remote work environment.

### **graphic designer** // Strategic Communications, Sonoma State University // 2017 - 2018

Design marketing and promotional materials for various departments. Maintain and apply Sonoma State's visual identity across all communication efforts.

- Created campaigns for the first annual Sonoma Writer's Festival.
- Designed and produced collateral for Commencement.
- Fostered relationships with clients.

### **graphic designer** // ASI Marketing and Design, California State University, Fullerton // 2015 - 2017

Design marketing materials, promotional items, and marketing campaigns for events and departments.

- Conceptualized and established a campaign and art direction for our annual all night study event.
- Lead a team of designers during the design and production phases of our annual all night study campaign and ensured they had the support they needed to meet the deadlines.

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## education

**Bachelor of Fine Arts** Graphic Design & Advertising // California State University, Fullerton // 2011-2017  
Graduated Summa Cum Laude

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## skills

Graphic Design	Illustrator
Art Direction	Photoshop
Creative Problem Solving	InDesign
Brand Design	After Effects
Presentation Skills	InVision
Digital Ads	Figma
Web Design	Wordpress
Print	Spark AR
Prototyping	Microsoft Office Suite
Packaging Design	Google Suite

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