



RACHEL RENE GORMAN

rachelrene.design | rachhrene@gmail.com | 865.474.0970

DESIGN EXPERIENCE

Kindred Bravely | SPRING 2020 – PRESENT

Graphic & Web Designer | SPRING 2023 – PRESENT
Promoted to include expanded web design responsibilities. Collaborate closely with the Sr. Ecommerce Manager to ensure campaign alignment across the website and develop new digital experiences in Figma for handoff to development agencies. Stepped into a lead designer role for campaign concepts, collaborating closely with senior managers. Executed campaign execution across various channels or reviewed assets from other designers for consistency.

Graphic Designer | WINTER 2020 – WINTER 2022
Promoted before the one-year mark for excellent performance & supporting company's core values. Collaborated with designers on campaign concepts and execution for promotions and launches. Assumed an informal role in updating and collaborating with the ecommerce team, contributing to imagery updates, providing feedback on new experiences, and assisting in the migration to Shopify 2.0.

Jr. Graphic Designer | SPRING 2020 – FALL 2020
Joined Kindred Bravely to spearhead design efforts for the launch of the Sensible wellness brand. Collaborated closely with the brand manager to craft launch assets and enhance visual identity. Created a range of materials including social graphics, emails, website assets, and Amazon content.

Altar'd State | SPRING 2018 – FALL 2020
Created weekly emails, social media assets, and designed new web assets weekly. Gained experience art directing local photoshoots & weekly ecommerce photoshoots.

Discovery Inc. | SPRING 2018
Worked with the product design team assisting with UX research and new interfaces. Gained valuable experience from working with large brands such as Food Network and HGTV.

Robin Easter Design | SUMMER 2017
Worked on a variety of projects, including branding, event materials, photo editing, promotional materials, and signage.

Freelance Design | SUMMER 2016 – PRESENT
Worked on a variety of projects including: Branding, UI Design, Clothing Graphics, and Marketing Collateral.

EDUCATION

University of Tennessee, Knoxville | SPRING 2018

BFA in Graphic Design, *Summa Cum Laude*
Minor in English, Technical Communication & Writing

AWARDS & ACTIVITIES

Undergraduate Research Competition | 2017–2018
Awarded 1st place for research and design concept on the stigmatization of mental health illnesses (2017). Awarded 1st place for research and design concept on children forming long-distance relationships (2018).

Arrowmont Scholarship | SPRING 2017
Received a full scholarship to participate in a week-long printmaking and poetry workshop at Arrowmont School of Arts and Crafts.

Google & Spotify Workshop | SPRING 2016
Participated in a three-day workshop intensive visualizing dense data sets in the form of GIFs.

Calligraphy Workshop | FALL 2016
Learned classic letter-forms and reviewed the basic background of calligraphy as an art form.

Scripps Networks Workshop | SPRING 2015
Worked with the Scripps Motion Team illustrating & developing our own 8-second vector animations.

University of Tennessee Ewing Gallery | 2014–2018
Work selected for school-wide art competition. Recipient of the "Robin Easter Award" in 2018 for "Gallery 1010 Re-brand."

University of Tennessee Book Art Show | SPRING 2015
Awarded 1st place for an experimental book: "Thgiliwt."

University of Tennessee Dean's List | 2014–2018

I'm skilled in ...

*Illustrator
InDesign
Photoshop
Sketch
Invision
Photography*

I'm naturally...

*Organized
Collaborative
Self-motivated
Focused
Open
Kinda funny*