Rachel Clements

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rachelclementsdesign.com

Skills

- Experience in software including Adobe Creative Suite and Visual Studio Code.
- Work to brand guidelines.
- Produce design proposals.
- Constructed templates.
- Create and prepare images ready for email, print & web.
- Solve design problems.
- Excels on challenging projects.
- Excellent attention to detail.
- Ability to multitask on several projects simultaneously.
- Collaborating with other creators in the design team to ensure a shared vision and consistent branding.

Education

2010 - 2013
Plymouth College of Art
BA Hons Graphic Design

Certifications

2016
Cannon Training - Onyx RIP Processing

2020
Google Digital Garage - The Fundamentals of Digital Marketing

2022
Hubspot - Email Marketing

2023
Udemy - HTML Email Mastery - Build Responsive HMTL Email Template

Personal summary

I'm an enthusiastic, passionate & multitalented graphic designer with 10 years of extensive experience creating and setting up email, web & print designs. As a designer, it allows me to share ideas and think of easy strategies when producing work; this will require organising templates, creating design proposals, and multitasking on several projects simultaneously. Also, I can reconstruct/re-arrange layouts and graphics to make them suitable for multiple formats and channels.

Work history & experience

Nisbets 2018 - present
Email & Web Designer

- Build dynamic and mobile-friendly templates, which achieved a reduction in preparation time for standard email campaigns.
- Use ESP software to create and implement E-Commerce B2C email campaigns.
- Working with email executives to conduct A/B testing and develop segmentation-appropriate workflow campaigns.
- Creating & preparing web banners in HTML & CSS in response to seasonal UK & ROW promotions.
- Design web content for multiple channels.
- Responsive landing pages in Bootstrap.

Smith Brewer 2013 - 2018
Print and Graphic Designer

- Creating designs for the client's needs and wants.
- Presenting visual concepts to help fitters place correct displays on site.
- Touch screen interactive display interface design.
- Preparing artwork ready to print.
- Calculate materials needed for print runs.
- Solve problems during the design process.

Blue Lollipop Meida 2012 - 2012
Motion Graphic Designer

- Designed work for a set client.
- Discussions with an advisor, sharing ideas with storyboarding.
- Created a motion graphic video for the company.