

RACHEL CZARNECKI / zar-neck-ee /

CREATIVE DIRECTION & STRATEGY

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Passionate and dynamic creative who provides 'ah ha' creative solutions through delivering stunning visuals, while driving strategic business goals. My professional experience spans many industries which has garnered knowledge into diverse project facets. Ability to bring abstract ideas into existence, create impactful concepts and design systems while managing teams to efficiently bring creative to life.

EMPLOYMENT HISTORY

CREATIVE STRATEGIST 05.2020 - Present

Run AMZ *Full Service E-Commerce Agency | Portland, OR*

Established clients digital merchandising strategy across the Amazon platform that conveyed the brand positioning, elevated their presence amongst their competitors, while aligning with sales goals.

Lead development of design systems to strategically implement clients unique large catalogs (20 - 500+ product series) to the digital shelf, while directing team members to meticulously produce striking assets with accuracy while focused within deadlines.

GRAPHIC/DIGITAL DESIGNER 01.2020 - 03.2020

Fish Marketing *Digital Branding & Advertising Agency | Portland, OR*

Creatively solved client branding needs across platforms and business touch points. Simultaneously developed multiple digital campaigns that enhanced the clients brand voice and elevated their market presence.

FREELANCE GRAPHIC DESIGNER 02.2019 - 12.2019

CLIENTS: Danner / Lacrosse, Kamp Grizzly, Portland Food Bank, SGK (IDL Worldwide), Vessel Brand, Baseball BBQ, JS Sullivan Architects, Vacation Races

GRAPHIC ARTIST, PRODUCT DEVELOPMENT 04.2018 - 02.2019

Creative Co-op *Home Decor Company | Portland, OR*

Concept and develop artwork for seasonal and specialty home decor products, offering multiple solutions in concept, layout, theme and typography. Forecast and promote upcoming trends, construct trend books, boards and develop concepts to support marketing team and sales force.

SENIOR GRAPHIC DESIGNER 10.2016 - 02.2018

Keen Footwear *Outdoor Footwear Company | Portland, OR*

Developed product and brand marketing campaigns that presented a unified, modern and adaptable marketing platform. Expanded brand collateral consistently through media channels including retail displays, print, digital, OOH advertising and trade shows.

GRAPHIC DESIGNER, GLOBAL BRANDING 09.2015 - 10.2016

Columbia Sportswear *Outdoor Apparel Company | Portland, OR*

Defined brand campaign story for retail space and digital marketing, creating graphic systems that provided consistency through both brand and wholesale. Designed brand marketing under multiple brands, maintaining brand integrity, fulfilling needs for digital, product branding, product launch and events.

GRAPHIC DESIGNER 10.2012 - 05.2015

SKLZ *Sports Training Products | Carlsbad, CA*

Planned and developed product packaging visuals that would quickly inform product use (over 130 new products annually), and translate support into marketing and advertising. Concepted and executed market focused advertising built across channels of print, retail and digital media, increasing brand awareness and brand loyalty through creative solutions.

INDUSTRY SKILLS

brand design strategy
omni-channel campaign development
client communication
creative problem solving
communicating concepts
presentation design & delivery
team management
cross team collaboration
project management
photo & video direction
social media strategy
SEO/SEM

EXPERTISE

expert in Adobe creative suite
brand design & strategy
marketing & advertising campaigns
product development life cycle
end-to-end customer journey
graphic design

SOFTWARE KNOWLEDGE

Illustrator / InDesign / Photoshop /
Lightroom / Bridge / Dimension /
Microsoft Office / KeyNote / ProCreate /
SketchUp / WordPress / SquareSpace /
html5/CSS

EDUCATION

Bachelor of Science Graphic Design
The Art Institute of CA - San Diego
Graduated with honors