

RACHEL FRENCHMAN

CONTACT

Graphic Designer

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561.886.7608

TOOLS

Adobe Suite

Photoshop, Illustrator, InDesign, Premiere Pro, Audition, Dimension

Microsoft Office Suite

Word, Excel, PowerPoint, Teams, Outlook

Social Media

Instagram, Tik-Tok, Facebook, Twitter, YouTube

Photography

Cannon DSLR, Minolta Freedom Zoom 90EX, FujiFilm TX3

Other Software

Figma, Womp (3D Design Software)

ACHIEVEMENTS & CERTIFICATIONS

Ligature 34 - Juried Exhibition

Two works were selected for an exhibition at the University of Florida that highlights outstanding student works.

Digital Advertising Certified

HubSpot certified in knowledge of strategic paid media campaigns and optimizing ad conversion paths.

Microsoft Office Specialist Certified

Certified in the usage of Microsoft Suite programs: Word, PowerPoint and Excel.

Adobe Certified Associate in Visual Design Using Adobe Photoshop

Certified in the usage of Adobe's Photoshop.

EDUCATION

University of Florida

Bachelor of Fine Arts in Graphic Design
Minor in Mass Communication Studies

EXPERIENCE

STRIKE Magazine Gainesville

Creative Director | June 2024 - Present

- Strategically curated and maintained the brand identity and visual direction of Strike Magazine Gainesville in both the print issue, and across marketing/advertising efforts.
- Conceptualized and supervised the execution of high-fashion photoshoots for the printed magazine.
- Led over 60+ individuals on 7 creative teams: Photography, Videography, Production, Graphic Design, Styling, Beauty, and Casting.
- Ideated and orchestrated advertising campaigns with a focus on compelling visual communication.

Design Director | July 2023 - June 2024

- Designed the layout and graphics for an 80-90+ page, student-run, digital and printed magazine.
- Directly collaborate with the Creative, External, and Editorial teams.
- Create promotional materials and graphics for social media and merchandise.
- Manage a Design team in the conception, design, and execution of projects.

Design Assistant | January 2023 - July 2023

- Reported to the Design Directors and created weekly graphics for social media.
- Assisted with magazine layout, graphics and merchandise design.

BrandStar Digital | May 2024 - August 2024

Graphic Design Intern

- Created Instagram feed posts along with LinkedIn, and Google Ads for the following companies: Kreps PR + Marketing, Lang and Schwander, and Jodee Mastectomy Bras
- Produced presentations and brand decks to effectively communicate visual content and ideas.
- Helped ideate, film, and produce a 2-minute video spot about Brandstar's Internship program.

Freelance Design | March 2021 - Present

- Contacted by Disney's Marvel Associate, Asif Ali, regarding purchasing my original poster.
- Created graphics for Turner Construction Company to be used in slideshows presented at the Greenbuild International Conference & Expo.
- Designed various pieces of merchandise for Phi Mu at the University of Florida.