

rachelswafford.

DIGITAL ART DIRECTOR & DESIGNER

education.

SCAD Savannah, GA
BFA in Graphic Design
Minor in Advertising
March 2012

skills.

Web Design
Visual Design
Prototyping
UX/UI Design
Systems Thinking
Wireframing
Web Accessibility
Copywriting
Photo Retouching
HTML/CSS

tools.

Sketch
Adobe Suite
Microsoft Office
Google Suite
Keynote
Invision
JIRA

contact.

rachelswafford.com
phone | 860.324.1046
rachelkalagher@gmail.com
**formerly Rachel Kalagher*

design experience.

Expectful Freelance Designer

I am designing design systems and patterns for an ever-evolving start-up. Currently re-designing the brand's website, and working on improving onboarding flows across the web experience and within the mobile app.

Jul 2019 – Present

Publicis NY Art Director

I create ADA compliant design systems and UI for a wide range of Citibank's web and digital needs. I oversee a small team of junior designers, and I am the creator and Creative Director of Citibank's content hub "Life and Money".

Jun 2016 – Present

Your Majesty Co. Designer

Worked in a highly-collaborative production agency on projects ranging from digital to print to pop-up installations. Developed design systems, branding suites and responsive websites.

Jan 2013 – Jun 2016

Birch Coffee Co. Freelance Designer

Worked closely with the business owners under the company's design partner to create and maintain branding, packaging, print collateral and web design.

Oct 2014 – May 2015

KBS+P Creative Intern

Worked closely with senior level creatives in a large agency setting on projects ranging from print and collateral, to digital media.

Jun 2012 – Jan 2013

Cipher Creative Group LLC. Design Intern

Worked in a collaborative, small start-up environment specializing in graphic design, advertising, and marketing.

Jun 2011 – Oct 2011

Savannah College of Art and Design Brand Designer

Worked directly with a team of SCAD students and Andre 3000 to help re-position and brand his fashion line Bixby.

Jan 2011 – Mar 2011