

RACHEL VALICE

DESIGNER & CREATIVE

WORK EXPERIENCE

2020 - Present **NATIONAL ATHLETIC TRAINERS' ASSOCIATION** Senior Graphic & Web Designer

As staff designer, I manage all major campaigns from conception to final product. I create, finalize, and lead on any and all visual marketing needs for the organization, including: web design and content management; ads and member resources for digital and print (infographics, posters, etc.); trade show collateral, such as signage and displays; merchandise (apparel, enamel pins, etc.); magazine design and other publications; and branding (i.e., logos).

2015 - 2018 **PREMIER COMMUNICATIONS GROUP** Design & Digital Media Specialist

Conceptualized and finalized press-quality graphics, trade show collateral and other print and digital materials for clients NISSAN, General Motors and others. I also designed and built websites for our agency and clients using HTML/CSS and WordPress, as well as managed site hosting. Other duties included market research, public relations, social media content creation and management, account management, blogging, copywriting, and Google Ads, as well as aiding in software and hardware purchase decisions.

2013 - 2015 **GVSU INSTITUTIONAL MARKETING** Student Graphic & Web Designer

As part of the Web Team, I created digital ads, performed maintenance of university websites, designed new and modified pre-existing university department newsletter templates, and other similar projects, while maintaining a consistent university brand and adhering to ADA guidelines.

EDUCATION

2024 - Present **ADOBE CERTIFIED PROFESSIONAL** Graphic Design & Illustration / Print & Digital Media

Courses to refresh my skills and knowledge on: working in the design industry; project setup and interface; organizing documents; creating and modifying visual and document elements; and publishing digital media and print documents.

2024 - Present **GOOGLE UX DESIGN CERTIFICATE** UI/UX Design

Course to learn UX skills and knowledge, such as: developing personas, user stories, and user journey maps; conducting usability studies; creating wireframes and prototypes; testing and iterating on designs; building a professional portfolio; and using AI to boost productivity.

2011 - 2015 **GRAND VALLEY STATE UNIVERSITY** B.A. Communications, Advertising & PR, Studio Art

Activities and societies include: Financial Officer of the Humane Society of Grand Valley State University; and Vice President of Communications of the Grand Valley State University Chapter of the American Marketing Association.

ABOUT ME

I am passionate about design and the user experience, and strive to learn at least one useful or innovative thing every single day. Either as a leader or part of a team, I am loyal, dependable, and quick to solve problems, as well as self-taught and self-motivated. I have a variety of skills and proficiencies across different design disciplines, such as print, trade show, digital, packaging and product, that would make me an invaluable asset to any company or organization - I am just waiting for the right one to take a chance on me!

CONTACT ME

+1 586 453 5166

RACHELVALICE@GMAIL.COM

RACHELVALICE.COM

SOFTWARE

ILLUSTRATOR

PHOTOSHOP

INDESIGN

CANVA

DRUPAL

WORDPRESS