



Rachel Gillespie

Designer & Illustrator

Education

University Of South Florida

Bachelors in Graphic Design | May 2017
Hubspot Inbound Marketing Certification

Skills

Design Strengths

Illustration, typography, lettering,
layout, digital media, strategy

Software

Adobe Creative Suite (10+ years),
Asana, Axure RP, basic HTML/CSS, Hubspot

Interpersonal

Experience working cross-functionally
with non-designers on projects to create
business solutions.

Developing business strategies with project
plans and getting stakeholder buy-in.

Headed all creative direction and
vision for two organizations.

Worked closely with agency's creative
team to brainstorm and implement
effective visual solutions.

Professional Experience

Pyper, Inc., Branding & Advertising

Creative Designer | March 2020 – February 2021

Collaborated closely with the agency's creative director to solve a variety of creative problems including the creation of brand identities, package design, layout for 60 page+ publications, presentation templates, print collateral, digital media, website overhauls, design mockups, and marketing campaigns.

Worked across departments with 5 other professionals to architect meaningful marketing solutions and help tell brand stories for agency clients.

American Association for Physician Leadership

Graphic Designer/Marketing Strategist | July 2018 – Jan. 2020

Worked closely on a marketing team of 4 to ideate, develop, and test marketing and brand strategies for an audience of approximately 55,000 physicians across the world. Saw real-time ROI and iterated strategies as needed.

Designed all digital & print collateral for the organization, fulfilled a range of creative roles, and established visual branding across five product suites and thousands of individual products.

University Of South Florida

1. USF Graphic/UX Designer | Aug. 2017 – July 2018

Worked within a department of 12 on various graphics projects, providing expertise and implementation of visual aesthetics. Established visual branding for the library through print and publication assignments.

Collaborated with 3 scholars to develop custom design solutions. Researched, tested, and evaluated data to create meaningful user interfaces for the USF Library scholar partnerships.

2. Tier II LMS Technical Support | Jan. 2013 – Aug. 2017

Worked with a team of 5 to provide support to approximately 48,000 students and 1,700 faculty across campus.

Hype Group

Graphic Design Intern | Jan. 2017 – March 2017

Worked closely with three other designers and creative director to service local brands. Heavily used Illustrator and Photoshop to create quick, effective design solutions. Then met with clients to review/discuss the solutions presented.