



hello

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Portfolio available upon request



EDUCATION

Bachelor Of Design  
Fashion Communication  
Ryerson University  
2010-2014



EXPERTISE

GRAPHIC DESIGN

BRAND DEVELOPMENT

WEBSITE DESIGN

PACKAGING DESIGN

PRINT DESIGN

PHOTOGRAPHY

RACHEL WALKER

GRAPHIC DESIGNER

ABOUT ME:

Hi there, I'm Rachel. I'm a graphic designer with well developed technical skills and a love for what I do. I'm highly organized and driven to succeed. I work well independently and am highly motivated to take initiative on all my projects. I love teamwork and the opportunity to collaborate with other creative minds to get the best possible outcomes.  
I also love my dogs, yoga and fries. (but who doesn't?)

WORK EXPERIENCE:

JANUARY  
2017 TO  
PRESENT

GRAPHIC DESIGNER | HG International

Previously at HG International as a graphic designer in the private label hosiery division. I worked very closely with the creative director on all private label projects. I worked as the in-house creative on a range of projects from designing initial sales presentations, creating graphics for use on products to packaging design and production.

- Creating sales presentations and line books for print
- Producing technical drawings for production
- Developing packaging and providing tech specifications
- Conceptualizing and creating retail sales floor displayers
- Brand development and strategy
- Product Photography

APRIL 2014  
TO  
JANUARY  
2017

SR. GRAPHIC DESIGNER

Global Wealth Trade Corp.  
Previous experience with a luxury accessory company as in-house creative designer and marketing specialist. A supervisory role overseeing all creative projects for the company.

- Design and production of printed informational materials
  - Catalogs, brochures, leaflets, postcards
- Website layout and design
- Social media strategy and content creation
- Brand Development
- Fashion and Product photography
- Product development and design of high end accessories
- Packaging design

APRIL 2013  
to  
APRIL 2014

MARKETING DESIGNER

Jerome's Menswear  
Previous experience as in-house creative and marketing coordinator for a independent menswear store on Yonge Street.

- Logo design and Brand Development
- Website layout and design
- Social media management and content creation
- Marketing strategy and PR initiatives