

Rachel Wildberger

ART DIRECTOR — GRAPHIC DESIGNER

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I care, I'm honest, and if I don't know how to do something I will figure out a way to do it.

I have created and led teams in startups, in-house, and agency environments. With 10+ years of agency and design experience, I have worked for many brands through a variety of mediums. I know the power in the ability to flex between roles and be able to respond quickly and positively to industry developments, client changes, and any challenges thrown my way.

I like to build memorable experiences by creating thoughtful and interesting solutions, with focus ranging from creative strategy, digital design, website builds, and brand identity. I'm interested in storytelling in the digital platform to create a linear journey and creative experience through high-level concepts, visual design, and website design.

EDUCATION

2023 — FULL STACK WEB DEVELOPMENT CERTIFICATE

The University of Arizona
Continuing and Professional Education

2011 — BACHELOR OF FINE ARTS GRAPHIC DESIGN

University of Illinois at Chicago
School of Art and Design

CAPABILITIES

(IN NO PARTICULAR ORDER)

¹/ Project Management ²/ Brand Platforms ³/ Web Design
⁴/ Content Creation ⁵/ Layout ⁶/ Advertising ⁷/ Creative & Art Direction ⁸/ E-commerce Platforms ⁹/ Wireframes
¹⁰/ Email Development ¹¹/ Typography ¹²/ Front-end Development ¹³/ Site Maps ¹⁴/ UX/UI Design ¹⁵/ Campaigns
¹⁶/ Package Design ¹⁷/ Javascript ¹⁸/ HTML ¹⁹/ CSS ²⁰/ Brand Strategy ²¹/ Microsites ²²/ Visual Storytelling ²³/ Editorial Design ²⁴/ Digital Design

EXPERIENCE

OH YEAH CREATIVE | FREELANCE ART DIRECTION & BRAND DESIGN

2021 — Current Los Angeles, CA / Makawao, HI

Directly work with business and brands to deliver brilliant creative ideas for branding, digital design, art direction, collateral, and web design & development. Identify business needs and offer a diverse selection of creative solutions across various budgets and platforms.

- Composed and built strong visual stories that blend strategy, design, and brand.
- Created visual design standards for businesses and ensured consistency across all channels with a focus on digital and social.
- Provided clear creative guidance to clients and external partners at all levels.

VALLURE AGENCY | FREELANCE SENIOR GRAPHIC DESIGNER

2021 — 2023 Houston, TX

Created standards for design excellence within the design team. Core expertise rooted in UX | UI design creating websites, and digitally connected marketing and products. Created user centered experiences, brand identity systems, and digital content, from concept to launch.

- Expertise of UI UX, with increasing integrity of design (storyboarding, wireframing, visual mockups, prototypes, Wordpress, Elementor, Shopify, Squarespace).
- Developed powerful campaigns that stretch across site, email, social and paid channels.
- Lead creative on key initiatives across the Vallure Agency network of brands—helped to establish a cross-brand backdrop and elevate our creative output.

SINCERELY JULES | ART DIRECTION & GRAPHIC DESIGN

2016 — 2018 Los Angeles, CA

Directly work with business and brands to deliver brilliant creative ideas for branding, digital design, art direction, collateral, and web design & development. Identify business needs and offer a diverse selection of creative solutions across various budgets and platforms.

- Composed and built strong visual stories that blend strategy, design, and brand.
- Created visual design standards for businesses and ensured consistency across all channels with a focus on digital and social.
- Provided clear creative guidance to clients and external partners at all levels.

ISSUE, INC. | GRAPHIC DESIGN

2013 — 2015 Los Angeles, CA

Collaborative designer for a full-service creative agency, providing graphic design, web design, branding, online marketing, photography editing, and shoot production; with the goal of heightening brand identities across all mediums.

- Produced advertisement materials, mood-boards, logos, typography, color schemes and landing pages to support campaigns.
- Showed ability to work under tight deadlines, delivering work that is accurate and innovative alongside consistent attention to detail.