Rachel Moreno

Senior Graphic Designer

Profile

Graphic designer with eight years of identity, packaging and print work for food, finance and nonprofit clients. I lead projects from first sketch to press check, present directly to clients and mentor junior designers.

Experience

Senior Graphic Designer at Fernhill Studio, Portland, OR

April 2022 - Present

Independent brand studio, 12 people, food, hospitality and finance clients.

- Led the rebrand of a regional credit union: logo, type and color system, and signage for 14 branches
- Designed packaging for a line of 22 sauces from the manufacturer's dielines, approved at press check with no reprints
- Present concepts directly to clients and keep most projects within two rounds of revisions
- Mentor two junior designers through weekly critiques and file reviews

Graphic Designer at Cascade Outdoor Co., Portland, OR

March 2019 - March 2022

In-house marketing team of four at an outdoor apparel brand.

- Designed seasonal campaigns across print ads, email, in-store posters and paid social for 85 stores
- Rewrote the brand guidelines as a 30-page practical guide for retail partners
- Built a Figma template set for social and email that marketers now use without design help

Junior Designer at Northpaper Print & Design, Salem, OR

June 2017 - February 2019

- Prepared print-ready files for about 40 jobs a month, including bleeds, color profiles and imposition notes
- Designed menus, flyers and signage for local businesses, from brief to final install

Selected work

Harbor Credit Union rebrand • Case study

February 2023 - January 2024

New identity and branch signage for a regional credit union. Lead designer, from strategy workshop to rollout.

Willamette Food Bank annual report • Case study

March 2024 - June 2024

64-page print and web report with charts and photo layouts. Designed pro bono with one copywriter.

Education

BFA in Graphic Design at Portland State University, Portland, OR

September 2013 - June 2017

Volunteering

Portfolio Reviewer at Rose City Design Mentors, Portland, OR

January 2021 - Present

Review student portfolios twice a year and give written feedback on layout and project selection.

Personal Information

rachel.moreno@example.com

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Portland, OR

Social Links

Portfolio

LinkedIn

Skills

Design: Brand identity, typography, layout, packaging, editorial design

Digital: Social media graphics, email design, presentation templates

Tools: Adobe Illustrator, InDesign, Photoshop, Figma, After Effects

Production: Prepress, color management, Pantone, dielines, press checks

Certificates

Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign from Adobe

May 2021

Languages

English - Native

Spanish - Conversational