

RACHEL TIAN

Visual Designer & Creative Storyteller

EXPERIENCE

Junior Graphic Designer

Dial Zero Marketing | Apr 2024 - present

Leading visual identity for Vibes Only by designing organic social content, custom emails, and digital campaign assets to drive audience engagement and revenue growth. Contributed to a \$30K revenue boost within the first two months, 20% increase in revenue from campaign emails (July-Dec 2024 YoY), and 20% increase in Instagram followers to 25K.

Collaborated with Refinery29 to design over 300+ promotional assets for Essence Fest and Beautycon LA 2024, including sharable celebrity talent cards, brand highlights, ticket releases, and updated masterclass schedules.

Specializing in go-to-market ready brand designs for retail, travel, and service companies, including custom logos, color palettes, and typography.

Design & Research Assistant

Sam Fox School | Jan 2024 - Aug 2024

Partnered with the Green City Coalition to conduct community research on the College Hill neighborhood by assessing the navigability of surrounding property and identifying opportunities for design improvement.

Spearheaded brand design proposal for Peace Park to local partners to drive ideation for increased community engagement and sustainability in the region.

Awarded \$500 CityStudioSTL student grant by design school to continue support of creating marketing materials for Peace Park community events, further promoting the visual identity and history of College Hill.

Visual Design Intern

Edelman | Jun 2023 - Aug 2023

Developed digital assets, PR material, and tangible mockups for 8+ client accounts, ranging from food & beverage to technology brands.

Teamed up with copy and strategy interns to design a social-led campaign for T.J. Maxx, transforming the brand into a self-care safe space for holiday lovers.

Created custom print collective of Edelman's business leaders, working with the Global People Team to collect interviews of their diverse career journeys and mentorship opportunities across the globe.

Student Designer

Health Communication Design Studio | Oct 2022 - Sept 2023

Supported development of print and digital design aids addressing public health concerns, such as COVID-19 misinformation, for underserved areas of St. Louis.

CONTACT

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EDUCATION

Washington University in St. Louis
Sam Fox School of Design

B.A. in Communication Design
Second Major in Marketing
Dec 2023 | GPA: 3.81

SKILLS

Photoshop	Procreate
Illustrator	Sketch
InDesign	Robofont
After Effects	Microsoft Office
Premiere Pro	Working
Figma	Knowledge of
Canva	HTML+CSS

INTERESTS

Graphic Design and Illustration
Oil and Watercolor Painting
Film Photography
Chinese Dance
Piano
Content Creation