

Rachel Tian

Contact

rachtian2020@gmail.com
(412) 865-8859
www.racheltian21.design

Education

WASHINGTON UNIVERSITY IN ST. LOUIS

Sam Fox School of Design and Visual Arts

Dec 2023 | GPA: 3.81

B.A. in Communication Design
Second Major in Marketing

Skills

Software

Photoshop, Illustrator, InDesign,
After Effects, Premiere Pro, Figma,
Canva, Robofont, Procreate, Sketch,
HTML, CSS, Powerpoint, Excel,
Airtable, Klaviyo

Design and Media

Brand Identity, Social Media Design,
Illustration, Typography, Editorial
Layout, Motion Graphics, Email
Design, Wireframing, Content
Creation, Art Direction

Experience

DIAL ZERO MARKETING

Junior Graphic Designer | Apr 2024 - present

Spearheading visual identity for *Vibes Only*, delivering high-performing social media posts, website assets, and email graphics across 5+ major campaigns—contributing to a \$30K revenue lift within two months, a 20% YoY increase in email driven sales (July-Dec 2024), and an increase in Instagram followers to over 24K.

Collaborated with Refinery29 to design over 300+ promotional assets for large scale beauty events such as Essence Fest and Beautycon LA 2024, including celebrity talent cards, masterclass schedules, and ticket sale announcements.

Developing go-to-market brand kits (custom logos, color palettes, typography, and visual language) for DTC and service brands.

SAM FOX SCHOOL

Design & Research Assistant | Jan 2024 - Aug 2024

Led visual rebrand of Peace Park, crafting a bold identity system to amplify community pride in the College Hill neighborhood. Presented branding proposal to the Green City Coalition, securing a \$500 CityStudioSTL grant to extend the work into community events, helping bring visibility to College Hill's cultural history through storytelling, signage, and promotional materials.

EDELMAN

Creative Intern | Jun 2023 - Aug 2023

Co-led the concept and visual direction for a T.J. Maxx holiday campaign, reimagining the brand as a cozy, self-care destination for festive shoppers. Presented the final campaign to 100+ Edelman creatives as part of the agency's end-of-summer intern showcase, receiving recognition for creative clarity and storytelling.

Designed digital and print assets across 8+ national client accounts, including food & beverage, tech, and lifestyle brands — contributing to pitch decks, PR kits, and social content.

Created custom print collective highlighting Edelman's global leadership journeys, transforming internal mentorship stories into a visually compelling editorial for the Global People Team.

HEALTH COMMUNICATION DESIGN STUDIO

Student Designer | Oct 2022 - Sept 2023

Designed health literacy materials (print + social) to combat COVID-19 misinformation in underserved St. Louis neighborhoods. Managed and created content for the studio's social media page, including event promotions, recruiting campaigns, and speaker highlight graphics to boost visibility and engagement.