

# Rachel Tian

## CONTACT

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## EDUCATION

**Washington University in St. Louis**  
*Sam Fox School of Design and Visual Arts*

BA in Design: Communication Concentration  
Second Major in Marketing  
December 2023 | GPA: 3.81 / 4.00

## SKILLS

### Design + Illustration

Adobe Creative Suite  
*Proficient in Photoshop, Illustrator, InDesign*  
*Working Knowledge in After Effects, Premiere Pro*

Microsoft Office Suite

Figma  
Canva  
Procreate  
Sketch  
Robofont

### Photo

Film Photography  
Darkroom Film Development

### Language

Fluent Mandarin  
Working Knowledge of HTML & CSS

## EXPERIENCE

**Edelman** | Chicago, IL

*Visual Design Intern, Jun 2023 - Aug 2023*

Initiated both digital and print designs as part of the Creative Team to enhance website performance, presentation effectiveness, and campaign craftsmanship for 8 different client accounts.

Worked closely with executives, copywriters, art directors, and strategists to pitch a social-first T.J. Maxx holiday campaign to 100+ creative employees.

Led editorial design layout for Edelman's business leader interviews to support the acknowledgement of diverse career journeys and mentorship opportunities across the company.

**Health Communication Design Studio** | St. Louis, MO

*Designer, Oct 2022 - Sept 2023*

Developed design aids to address public health concerns such as COVID-19 vaccination misinformation in underserved St. Louis communities.

Advanced internal branding designs and guidelines to further communicate studio objectives to public audiences.

Managed social media channels by designing posts for member highlights, campus events, and meeting recaps.

**Youth Marketing Connection (YMC)** | Remote

*Pentel Campus Ambassador, Aug 2022 - May 2023*

Spread brand awareness for Pentel of America across campus by hosting tactic events, advertising on social media, and educating peers on the Pentel Arts Spotlight.

**WUSTL Career Center** | St. Louis, MO

*Design & Social Media Intern, Dec 2021 - May 2022*

Implemented creative marketing and social content to publicize university networking events on professional career development.

## LEADERSHIP

**Lunar New Year Festival** | St. Louis, MO

*Co-Executive Director, Mar 2023 - present*

Leading club of over 150+ members to promote Asian heritage through diverse cultural performances around the university and greater St. Louis community.

Defining weekly objectives for internal board, communicating philanthropic and administrative partnerships, and ensuring cohesion of board members, choreographers, and general performers throughout the process.

Spearheading over 10+ events throughout the year, such as auditions, performer's banquet, and the annual show to increase campus-wide participation.

*Director of Communications, Mar 2022 - Mar 2023*

Assigned and led Communications Committee in completing marketing and design oriented goals, such as producing club merchandise, maintaining public relations, and updating LNYF's Youtube and website.

*Co-PR Chair, March 2021 - March 2022*

Interviewed performers and organized a collection titled "Humans of LNYF" to feature LNYF members as promotional content. Integrated outreach with clubs and St. Louis organizations on various cultural events.

**Sam Fox Peer Mentor Program** | St. Louis, MO

*Peer Mentor, June 2021 - May 2022*

Provided 1:1 personal guidance to incoming first-year Sam Fox students, easing the transition from high-school to college learning in topics relating to art and design.