

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

Languages

Fluent Mandarin
Working Knowledge of HTML & CSS

EXPERIENCE

Sam Fox School of Design and Visual Arts | St. Louis, MO

Design and Research Assistant, Feb 2024 – present

Conducting community research on the College Hill area in St. Louis to assess the current livability and navigability of surrounding property and opportunities for social improvement.

Spearheading brand design proposal for Peace Park in College Hill – including a custom, historically-symbolic logo, color palette, and typography – to St. Louis partners to drive ideation for increased community engagement and sustainability.

Designing and illustrating marketing material for Peace Park community events and generating design mockups to further promote the area's visual identity.

Edelman | Chicago, IL

Visual Design Intern, Jun 2023 – Aug 2023

Supported the Creative Team in generating digital assets, PR material, and tangible mockups for 8+ client accounts, including White Claw, Kinder Chocolate, and Amgen.

Collaborated closely with copywriters, art directors, and strategists to pitch a social-led T.J. Maxx campaign from start to finish to 100+ creative employees.

Executed original design direction for Edelman's leadership interviews in partnership with the Global People Team to spread acknowledgement of diverse career journeys and mentorship opportunities across Edelman.

Health Communication Design Studio | St. Louis, MO

Student Designer, Oct 2022 – Sept 2023

Developed print and digital design aids addressing public health concerns, such as COVID-19 misinformation, to bridge the gap in underserved St. Louis communities.

Managed internal marketing platforms by creating supporting social media graphics for an increasing outreach agenda.

Proposed and iterated branding logos for Health Communication's visual identity to communicate studio's primary objectives to public audiences.

WUSTL Career Center | St. Louis, MO

Social Media and Design Intern, Dec 2021 – May 2022

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

LEADERSHIP/ACTIVITIES

Lunar New Year Festival (LNYF) | St. Louis, MO

Executive Director, Mar 2023 – Mar 2024

Led student-run AAPI heritage organization featuring Asian cultural performances of over 150+ members to promote cultural recognition and social awareness across greater St. Louis. LNYF partnered with local philanthropy, Prison Performing Arts, in promoting justice for prisoners, returning citizens, and justice-involved youth in the arts industry.

Defined weekly objectives for internal board, communicated philanthropic and administrative partnerships, and ensured cohesion of board members, choreographers, and general performers throughout the process.

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

Communications Director, 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 website.

PR Chair, Mar 2021 – Mar 2022

Interviewed performers in 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.