

# Rachel Tian

Visual Designer & Creative Marketer

## 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

### CREATIVE

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

Figma  
Canva  
Capcut  
Procreate  
Sketch  
Robofont

### OTHER

Microsoft Office Suite  
Working Knowledge of HTML+CSS

## INTERESTS

Fine Arts  
*Illustration, Oil Painting, Watercolor,*  
*Film Photography, Chinese Dance*

Content Creation  
Community Engagement  
Thrifting and Fashion

## EXPERIENCE

### CREATIVE MARKETING & DESIGN INTERN

Dial Zero Marketing | Apr 2024 – present

Leading social media design and supporting management of creative content for an online community of beauty creators, increasing Instagram following to over 695,000 and Pinterest engagement to over 9,000.

Collaborating with marketing managers, art directors, and copywriters to onboard new client needs in the form of social content brainstorming, feed design deliverables, and investor pitch development.

Creating and organizing original sets of 500+ social design templates to a wide variety of clients, including skincare, podcast, and retail brands.

### DESIGN & RESEARCH ASSISTANT

Sam Fox School of Design and Visual Arts | 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 in College Hill – custom logo, color palette, and typography – to St. Louis partners to drive ideation for increased community engagement and sustainability; designs were utilized on signage, flyers, and official pitch presentations for Peace Park.

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

Supported the Creative Team and in-house marketing teams in generating digital assets, PR material, and tangible mockups for 8+ client accounts, ranging from food & beverage to technology brands.

Collaborated with copywriting, art direction, and strategy interns to design and pitch a social-led winter campaign proposal for T.J. Maxx to 100+ creative employees, which was highly praised by both the client and creative directors.

Executed original design and enhanced storytelling techniques for Edelman's business leaders interview project, which involved working with the Global People Team to spread acknowledgement of diverse career journeys and mentorship opportunities across Edelman and compiling the works into a printed collection.

### STUDENT DESIGNER & SOCIAL MEDIA INTERN

Health Communication Design Studio | Oct 2022 – Sept 2023

Developed print and digital design aids addressing public health concerns, such as COVID-19 misinformation, particularly for underserved populations in St. Louis.

Proposed and iterated branding logos for the studio to communicate visual identity to public audiences.

Ideated marketing content and social designs to increase outreach, engagement, and recruitment.