



Rachelle Erickson
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SKILLS:

- Working effectively as part of a team or leading a team. Collaborative, Communicative, and Self-directed.
- 17 Years of design experience in fortune 500 companies, agency, start-up, and corporate settings.
- Creatively applying a strong sense of design in all aspects / branding, print, web, UI/UX, portal, app design & social.
- Strong visual design skills, color treatment, iconography, vector art, typography, layout, and use of design principals.
- Web App Design from research, design, exploration, iterations, prototyping, & testing.
- To conceptualize and produce creative, compelling brands, designs and content that reflects the product.

EXPERIENCE:

Rachelle Erickson Design & Photography / Art Director / 10/12 - Present

Creative design development, refining and finalizing designs from style guides, branding, entire campaigns, print, web design, email campaigns, mobile, portal & social media campaigns. Clients include Microsoft, Disney, Warner Brothers, Hallmark, Elton John Aid's Foundation, Soundline Communications, Sharebuilder.com, Nordstroms, Target, U2 World Tour, startups and many more.

Ameri100 / Senior Designer / 8/19 - 1/20

Creating brands, the look and feel, print material, web & mobile design for this fortune 500 company that specializes in cloud, digital and enterprise services. Design work includes brand guidelines, mood boards, design, illustrations, iconography, prototypes, production & testing. Created & designed all of their design pieces that served more than 50 million customers worldwide.

AT&T / UI/UX Designer / 8/10 - 4/12

Worked with the nation's largest provider of data, voice, wireline and wireless services for businesses nationwide. While serving millions of business customers online, designed high profile intuitive online experiences. Responsible for creating research, personas, user flows, site maps, mobile flow, navigation, interaction, wireframes, prototypes & testing. Strong work ethic and a passion for innovation; ability to thrive in fast-paced culture with tight deadlines with creative problem solving.

Smilebox, Inc. / Art Director / 7/05 - 4/09

Design, execute, and produce hundreds of designs with compelling content, on a tight deadline for a product that had over 6 million users. Art Directed outside partners art, and managed internal artist. Designed numerous print projects for marketing purposes along with traveling to tradeshow across the U.S to find new partners to work with.

Microsoft / Senior Designer / 7/96 - 6/05

Design, produced, and supported different teams for Microsoft Startup Business Group, Bing, MSN Entertainment, Microsoft Office, Microsoft Hohm, & Picture-It. It included designing work for print, entire campaigns, web design, portal & app design. Projects include research, design, typography, iconography, illustrations photography, mock-ups, wire-framing, prototyping to testing. Worked on extremely tight deadlines.

SOFTWARE

Adobe Creative Suite - Illustrator, Photoshop & InDesign
Microsoft 365 - Microsoft Word, PowerPoint
Sketch
Figma
Lightroom
Wordpress
Familiar with HTML, CSS, Agile Development

EDUCATION:

The Art Institute of Seattle – Honors Graduate
Extended Classes at: School of Visual Concepts,
Creative Live, Udemy & International Design Foundation

VOLUNTEER WORK:

- **Junior League of Seattle** / 2016 to Present
Leadership - Provisional Advisor - 4 years and currently lead and manage a team of 14.
Active Advisor - Lead & manage a team of 43 members & a Northwest Art Member.
- **Pawsitive Alliance** / 2019 to Present
Branding, marketing, design, social media & photographed pets & events.
- **Courthouse Dogs** / 2019 to Present
Branding & Design work.
- **Executive Board Member / Seattle & Tacoma N.A.C.E.** / 2015 to 2018
Designed and executed monthly events & galas and worked with all of the vendors. Managed & designed social media instagram account.

AWARDS:

Best of Wedding's The Knot - Hall of Fame (10 years) Top 3% in Washington. Couples Choice Wedding Wire (10 years) Top 5% in the nation. Warm 106.9fm Photographer of the Year. Published in top National and International magazines and featured on top blog sites.