

Rachel Beyerlein

UX / UI Designer

Senior Designer with a background in graphic design, CPG packaging, environmental signage, and project management. 10+ years experience tackling the needs of international companies. Able to deliver quality work under tight deadlines in fast-paced environments, with a keen focus on research and organization.

based in Montréal, Quebec
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Experience

- 03.2022 - current** **UX/UI Design Student**
User Experience Design program that includes 500+ hours of professional training, focusing on user-centered design methods and design thinking skills. Portfolio of student work includes: Foreign language learning native app, Healthcare Mobile-first website development.
- 01.2021 - current** **Self-Employed / Freelance**
Branding & Packaging Design, Montreal, Canada
Design and conceptualize branding and packaging solutions for clients with a focus on community involvement: École NDG, Notre Dame des Arts.
- 09.2021 - current** **Social Media Content Manager / Co-Host**
Ladies, Wine & Design Montreal, Montreal, Canada
Assist run the local chapter of global non-profit organization to empower female designers, encourage diversity, and promote female leadership.
- 02.2020 - 09.2020** **Senior Designer**
Pahnke Markenmacherei, Hamburg, Germany
Head of USA and Canadian packaging design division. Harmonized and expanded Storck chocolate and sweets product lines, specifically Werther's Originals, Toffifay, merci.
- 09.2018 - 09.2020** **Host & Lead-Coordinator**
CreativeMornings Hamburg, Hamburg, Germany
Enabled Creatives to collaborate in meaningful ways by re-introducing the community to the power of gathering. Responsible for building partner relationships, developing targeted communication channels, writing and organizing social media and event marketing strategies.
- 06.2012 - 12.2019** **Packaging and Corporate Designer**
Peter Schmidt Group (BBDO network), Hamburg, Germany
Led visual development of graphic solutions for global brands in hospitality, gastronomy and CPG segments. Competencies include packaging design, logos, branding, and systems development.
- 09.2009 - 09.2011** **Graphic Designer**
skydesign graphics, Atlanta, GA
Designed and executed visual solutions including: branding systems, environmental graphics development, logo development, and marketing for hospitality, retail, civic and private corporations.
- 06.2008 - 12.2008** **Design Intern in Global Licensing**
The Coca Cola Company, Atlanta, GA
Prepared graphics standards for apparel and assisted with photo-correcting archival images.

Education

UX Design Immersion
CareerFoundry
03.2022 - 12.2022 (expected)

Graphic Design
The Portfolio Center
Atlanta, Georgia
2007 - 2009

BA English Lit, minor: French
The University of Michigan
Ann Arbor, Michigan
2002 - 2006

Digital Skills

Figma
Adobe CC: Illustrator, Indesign, Photoshop, Acrobat
MS Office: Word, Excel, Outlook, Powerpoint
Photography: Retouching
Trello, Slack
Mailchimp
G-Suite

Clients

Jim Beam, Henkel EU & USA, pwc, YMCA of the USA, Beyersdorf, Werther's Original, merci, Penny Markt, Rewe Supermarkets, Costa Meeresspezialitäten, Chick-Fil-A, World Financial Center

Language Skills

English, Deutsch, Français

References available upon request