

RACHEL KINARD

WEB: RACHELKINARD.COM

EMAIL: RACHELKINARD@GMAIL.COM



AWARDS AND EXHIBITIONS

CIMA | 2014

Best Use of Video - Beam Suntory

Shortys | 2013

Best Use of Social Media for Television -
SkinnyGirl

302 | 2011

University of Houston Graphic Communications
Senior Exhibition

**University of Houston Annual Student
Exhibition** | 2009, 2010 - Juried

Unblock | 2010

University of Houston Graphic Communications
Student Exhibition

President's List | 2007

Lone Star Community College

AFFILIATIONS

AIGA

Member of The Professional Design Association

GCSA

Member of Graphic
Communication Student Association

U.H.G.A.P.

Member of University of Houston Graphics
Alumni Partnership

DSVC | 2011

Seventh Annual National Student Show

University of Houston | 2010

Understanding Comics

Rice Design Alliance | 2009

Transparency: Exposing Graphic Design

SKILLS

Story boarding, wireframing, user research, user journey, user experience, user interface, print and digital design including identity, typography, book, packaging, motion graphics, web, application, information graphics, screen printing, illustration, and photography.

Proficient

On MAC and PC using Adobe Creative Suite/ Creative Cloud and Microsoft Office, Sketch, InVision, Axure

Experienced

Cinema 4D, 3DS Max, Zbrush, After Effects, Premiere, Bootstrap, HTML and CSS

EXPERIENCE

FJORD (Accenture Interactive)

Chicago, IL | 2015—Present | Visual Designer

Interpret the client's brand and communicate brand attributes in a differentiated and elegantly simple way across multiple touch points. Develop concept, direct and delivery visual design in alignment with overall experience and design strategy.

LiquidThread via Creative Circle

Chicago, IL | 2012—2015 | Digital Designer

Held responsible for developing and designing campaigns and branding for clients that include digital and print as well as creating assets that are consumer facing. Duties include designing websites, wire frames and mock-ups, rich media banners, social media assets for major brands, story boarding, and brainstorming for new business and marketing.

Wildflower via Creative Circle

Chicago, IL | 2012 | Junior Designer

Logo, branding, designs for apparel, storefront display, and story boarding.

Siren Interactive via Creative Circle

Chicago, IL | 2012 | Junior Designer

Created mock-ups for website layouts, e-mail templates using HTML, and ads for social media and e-mail.

EDUCATION

University of Houston | 2011 | 3.3 GPA

Bachelor of Fine Arts Degree in Graphic Communications