

RACHEL BYARLAY

VISUAL DESIGNER
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425 318 0703

EDUCATION

UNIVERSITY OF WASHINGTON
Seattle, WA
June 2013

Bachelor of Design in
Visual Communication Design

EXPERIENCE

SENIOR DESIGNER,
RAKUTEN REWARDS
February 2022–July 2022

I spearheaded the development of captivating paid digital and social creative ads, emails and newsletters, and contributed to various launches. Helped shape the bold and playful visual identity through illustrative storytelling.

BRAND DESIGNER, LENDING CLUB
October 2017–April 2019

Worked on an in-house brand and marketing team that contributed to everything from direct mail, email marketing, brand updates and extension, banner ads, social media, campaign designs and much more.

OWNER AND CREATIVE DIRECTOR,
BRIGHT LINE STUDIO
2017–2021

I owned and ran a small branding, calligraphy, and stationery design company that specialized in wedding, events, and small business branding and design. I successfully taught calligraphy classes to beginner level students.

VISUAL DESIGNER, META DESIGN
January 2017–June 2017

Designing brand identity systems for start-ups and corporate clients.

Worked on branded systems, packaging, brand management systems, and guidelines.

VISUAL DESIGNER, LANDOR
April 2014–July 2015

Creating various identities, look and feel systems, and packaging designs.

Collaborated with team members and also self-led visual identity explorations while designing across all platforms.

SKILLS

PROFICIENT
Adobe Creative Cloud
Figma
Sketch
Microsoft Office