

# Rachel da Silva

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## **Experience**

### **Graphic Designer**

#### **Johns Hopkins University Applied Physics Laboratory**

11100 Johns Hopkins Rd,  
Laurel, MD 20723 | 2025 – Present

**2/2025 - Present**

**Hours per week: 40**

#### **Duties, Accomplishments, and Related Skills:**

- Collaborate within a multidisciplinary creative team of designers, illustrators, video producers, and animators to deliver high-impact visual communications.
- Partner with staff across all levels of a matrixed organization to develop high-level presentations with clarity, accuracy, and professionalism.
- Design compelling and innovative visual materials that effectively communicate complex ideas to diverse technical and non-technical audiences.
- Manage multiple concurrent projects, ensuring on-time delivery, adherence to brand standards, and consistent visual quality.
- Balance creative direction and project constraints while meeting design specifications and budget requirements.
- Contribute to the development of communication products for technical investigators, program managers, marketing, and senior leadership across the Laboratory.
- Maintain seamless collaboration and workflow within a cross-functional communications team to produce cohesive, high-quality deliverables.
- Uphold brand integrity and consistency across all visual and presentation materials in alignment with APL's identity guidelines.

### **Senior Graphic Designer**

#### **Howard Hughes Medical Institute**

4000 Jones Bridge Rd  
Chevy Chase, MD | 2020 – Present

**9/2020 - Present**

**Hours per week: 40**

#### **Duties, Accomplishments and Related Skills:**

- Lead ideation, design, and execution of print and digital design assets across the organization to ensure brand recognition and a cohesive identity through visual communications

- Collaborated and presented concepts to internal and external stakeholders, managed feedback, and provided design guidelines to maintain institutional brand standards
- Managed design projects by outside designers
- Developed and pitched design concepts to clients, including leadership, while articulating design choices and strategic approaches, and managing feedback processes
- Conceptualized, produced, and created visual content for websites, desktop and mobile user interfaces, social media, videos, digital signage, email templates, reports, program brochures, recruitment posters, and employee engagement materials and documents
- Ensured graphic solutions are optimized for accessibility, integration, performance, usability, and long-term maintenance
- Selected photography for the Institute's websites and other assets that strengthens and clarifies organizational goals as needed
- Delivered UX and interactive design solutions for the Institute's web platforms, producing infographics, icons, animations, logos, and other visual assets to support engaging web pages, feature rollouts, A/B testing, and personalized user experiences that enhanced engagement and boosted conversion rates.
- Proactively communicates with a multidisciplinary team to understand company design needs and execute projects across a variety of platforms
- Built and maintain relationships with programs, operations departments, and other teams to ensure graphics needs are being met while maintaining overall brand standards.
- Utilized designed assets to strengthen and clarify general and specific organizational goals
- Managed and coordinated multiple projects simultaneously, oftentimes involving external design contractors
- Provided technical assistance regarding assigned projects to ensure the successful and timely completion of individual tasks
- Developed strategies and solutions to improve project processes and ensure customer design needs are met
- Provided timely turnaround of design projects in a fast-paced, high pressure environment
- Published design for the Institute's winning Nobel Prize in Chemistry

## **Graphic Designer**

### **United Nations Foundation**

1750 Pennsylvania Avenue NW

Suite 300, Washington, D.C. | September 2013 - 2020

**9/2013 - 9/2020**

**Hours per week: 40**

## **Duties, Accomplishments and Related Skills:**

- Supported in-house campaigns and initiatives through designing and producing graphic assets for both digital and print media
- Developed and managed a range of internal brand design projects ensuring that all work reflects the revised visual identity guidelines
- Designed and maintained various customized collateral including infographics, motion graphics, logos, tool kits, presentations, one pagers, web brand pages, digital ads, and more
- Work with the events management team to produce both ornamental and functional signage for special events including email invitations, stage presentations, video promotions, and more
- Meet time-sensitive deadlines while overseeing the creative aspect of projects from conception to completion

- Assisted in video recordings and post production for UNF's Girl Up Campaign featuring Michelle Obama

## **Education**

### **University of Baltimore**

M.S. in Interaction Design & Information Architecture

Expected Graduation: December 2025

### **University of Baltimore**

Masters Certificate in User Experience (UX) Design, Completed: 2023

### **University of Maryland, Global Campus**

B.A. in Graphic Communications

Graduation: December 2017

### **Howard Community College**

A.A. in Graphic Design

Graduation: May 2014

## **Language Skills**

<b>Language</b>	<b>Spoken</b>	<b>Written</b>	<b>Read</b>
Portuguese	Advanced	Novice	Intermediate

## **Additional Information**

Creative graphic designer with eleven years of experience in providing clients with excellent graphical solutions utilizing a strong track record of successful visual communications, technical and software design skills, interpersonal tact, and ability to bring ideas from concept through to successful completion

Excellent written and oral communication skills and interpersonal skills with demonstrated ability to motivate internal and external clients to adopt modern and stimulating graphics

Proven ability to deliver creative assets that serve the needs of stakeholders while balancing the needs of an institutional brand

Keen attention to detail with the ability to translate broad written or verbal descriptions into meaningful visual designs

Strong understanding of UX and user-centric design, with particular knowledge of how to design in ways that will boost comprehension and engagement

Strong understanding of visual branding (logo, color palette, visual identity systems) and graphic design (Typography, layout design, color theory, photography, illustration, motion graphics)

## **Technical Skills**

Advanced proficiency in Microsoft Office (Word, Excel, PowerPoint), Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, XD, Acrobat), Figma (User Interface, User Experience), Intermediate proficiency in HTML and CSS

## **Areas of Expertise**

Client Management, Customer Service, Team Building, Process Development, Process Improvement,

Graphic Creation, Typography, Font Selection, Color Theory, Layout Design, Multi-team Communication,  
User Experience, User Interface, Design Principle, Digital Technology