

Rachel da Silva

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Experience

Graphic Designer

Johns Hopkins University Applied Physics Laboratory

11100 Johns Hopkins Rd,

Laurel, MD 20723 | February 2025 – Present

Hours per week: 40

Duties, Accomplishments, and Related Skills:

- Collaborate within a multidisciplinary creative team of designers, illustrators, video producers, animators and an in house print shop 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 | September 2020 – February 2025

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. | June 2013 – September 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

Language	Spoken	Written	Read
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