

# Rachel Lee

Creative and detail-oriented graphic designer with 3+ years of experience in brand and communication design. Skilled at turning complex ideas into compelling visuals for B2B and consumer brands, with a focus on brand identity, visual storytelling, and concept development.

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## Experience

### Designer // Access Brand Communications

DEC 2022 - MAY 2025

- Led end-to-end design projects and provided creative direction, driving successful campaigns and **increasing incremental work by 20%**.
- Supported mentorship and onboarding of an intern and freelance designers, strengthening team capacity and maintaining quality standards.
- Developed brand and visual identities for campaigns and events, transforming ideas into lasting design systems that **drove audience engagement and earned positive feedback from clients**.
- Designed and delivered C-suite-level PowerPoint presentations from daily-changing scripts; collaborated with client team under tight deadlines, **improving turnaround time by 15%**.
- Managed client communications and delivered a broad range of assets, from large-scale print and 3D event collateral to motion graphics and websites, streamlining workflows and ensuring on-time delivery across campaigns.

### Design Intern // Access Brand Communications

JUL 2022 - DEC 2022

- Contributed as a designer on the Social team, creating cohesive, on-brand visuals for Instagram, LinkedIn, and blog content, helping **drive a 3% increase in engagement**.
- Developed over 5 original design concepts and managed projects through ideation, production, and final deliverables for fintech and consumer clients.
- Designed over **40 client-facing reports and decks**, translating complex data into clear, engaging visual formats for internal and external audiences.
- Coded HTML/CSS microsites featuring content guidelines and do's and don'ts, which streamlined communication, **reduced email volume by 30%, and sped up approvals by 2 days**.
- Contributed to redesigning brand guidelines, refreshing the visual identity and strengthening consistency, earning **positive feedback from company-wide teams and senior leadership**.

### Visual Design Intern // WebEnertia

MAY 2021 - AUG 2021

- Led visual design for the website redesign of an Australian B2B company, delivering a refreshed, user-focused experience that significantly **improved navigation over the previous site**.
- Facilitated direct client communication and led meetings to ensure design alignment and project goals, collaborating closely with UX designers, developers, and the client's internal designer.
- Collaborated closely with the project manager to **meet aggressive 3 month timeline** and stay within tight budget constraints.

## Education

### San José State University

SAN JOSE, CA // MAY 2022

BFA Graphic Design

## Skills

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe After Effects  
Microsoft Powerpoint  
Microsoft Word  
HTML/CSS  
Figma  
Webflow  
Squarespace  
Wordpress