

RACHEL BROYLES

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EXPERIENCE

Creative Designer & Illustrator | BlackRock

May 2024 – Present

Lead large-scale brand design projects end-to-end across global events, ad campaigns, animated videos, and digital experiences.

Steward multiple brand systems simultaneously, ensuring consistency while evolving the visual identity across all touchpoints.

Develop bespoke illustration and produce event app experiences and microsites, bringing motion, interactivity, and storytelling to high-visibility contexts.

Present concepts to senior stakeholders, framing design decisions within brand strategy and business objectives.

Senior Designer | Goods & Services

Feb 2024 – May 2024

Designed and prototyped UX/UI wireframes and visual systems in Figma for global campaign landing pages and homepage experiences for J.P. Morgan Asset Management.

Built storytelling-driven digital experiences from concept to production-ready assets, partnering with developers, strategists, and marketers to deliver on time and on brand.

Created animations and interactive elements that reinforced brand messaging within larger campaign ecosystems.

Adjunct Design Instructor | Miami Ad School

June 2023 – Current

Teach graduate-level typography and visual systems, mentoring emerging designers through critique-driven discussion and conceptual development. Help students strengthen craft, presentation, and storytelling skills.

Junior Design Fellow | Public School & Czarnowski Collective

July 2021 – Feb 2022

Designed brand and digital projects for Land Rover, Mercedes-Benz, and American Express across logo systems, illustration, UI wireframes, and campaign materials.

Collaborated within multidisciplinary teams on experiential and campaign-based work, building fluency in both brand expression and deadline-driven production.

SKILLS

Brand design

360° Visual Identity Systems
Brand Strategy & Guidelines
Campaign Design
Bespoke Illustration

Digital

UX/UI Wireframing
Motion & Animation
Figma Prototyping
Interactive Experiences

Production

Adobe Creative Suite
Print & Digital
Event Apps & Microsites
Presentation Design

Leadership

Concept-to-execution project leadership
Mentorship of junior designers
Cross-functional team collaboration
Stakeholder presentation & communication
Brand stewardship

EDUCATION

MASTERS OF ARTS,

Graphic Design

Miami Ad School at the Portfolio Center
and Furman University

BACHELOR'S OF ARTS,

Studio Art & Business Administration

Furman University