

RACHEL BROYLES

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EXPERIENCE

Creative Brand Designer & Illustrator | BlackRock

May 2024 – Current

Lead end-to-end creative across global campaigns, digital experiences, events, and marketing initiatives, managing projects from concept through launch.

Built and manage a scalable illustration and pictogram system, developing bespoke vector illustrations, icons, and visual assets that translate complex financial concepts into clear, engaging stories.

Design branded merchandise and physical assets, including apparel, event materials, and promotional items, extending brand identity across physical and digital touchpoints.

Create campaign identities, microsites, and event branding for global initiatives; present concepts to senior leadership and incorporate feedback to maintain brand consistency.

Senior Designer | Goods & Services

Feb 2022 – March 2024

Designed responsive digital experiences, campaign landing pages, and UX/UI solutions in Figma for clients including J.P. Morgan Asset Management across desktop and mobile.

Partnered with developers, strategists, and marketers to bring campaigns from concept to launch, ensuring thoughtful execution and alignment with broader business goals.

Created visual concepts, storyboards, and digital assets for web, social, and email marketing.

Adjunct Design Instructor | Miami Ad School

June 2023 – Current

Teach graduate-level typography and visual systems, emphasizing hierarchy, composition, and original concept development.

Mentor emerging designers through critique, helping them strengthen craft, attention to detail, and design rationale.

Junior Design Fellow | Public School & Czarnowski Collective

July 2021 – Feb 2022

Developed brand identities, campaign assets, and visual storytelling solutions for clients including Land Rover, Mercedes-Benz, and American Express across print, digital, and experiential channels.

Collaborated with cross-functional teams to maintain brand consistency and visual quality across integrated campaigns.

SKILLS

Brand

Brand Identity Design
Brand Systems & Guidelines
Campaign Design
Visual Storytelling
Bespoke Illustration
Typography & Layout

Digital

UX/UI Design
Figma
Web & Landing Page Design
Interactive Experiences
Design Systems & Components
Motion Storyboarding

Production & leadership

Adobe Creative Suite (Expert)
AI-Enhanced Design Workflows
Print & Digital Production
Marketing & Presentation Design
Concept-to-Execution Leadership
Cross-Functional Collaboration
Stakeholder Presentations

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