

# Rachel Curray

Portfolio: [rgdesign.work](https://rgdesign.work)

LinkedIn: [www.linkedin.com/in/rachel-g-curray-daniell-a4679b121/](https://www.linkedin.com/in/rachel-g-curray-daniell-a4679b121/)

Email: [rachel.curray@gmail.com](mailto:rachel.curray@gmail.com)

Mobile: +1-805-814-7185

## Skills Summary

---

- Languages: Tagalog, English, HTML, JavaScript, CSS
- Frameworks: Brand Systems, Visual Identity, Motion Graphics, Social Content, Presentation Design, Data Viz, UI/UX
- Tools: Adobe Creative Suite, Figma, Webflow, Canva, Miro
- Platforms: IOS, OSX, Windows, Linux, Web, Arduino, Raspberry, AWS, Alibaba Cloud, IBM Cloud, Adobe Cloud
- Soft Skills: Creative Direction, Collaboration, Design Ops/SOPs, Storytelling, Project Management, Leadership, Event Management, Writing, Public Speaking, Time Management

## Professional Experience

---

### HEMI.xyz / SHQCreative.com

November 2025 - Present

Social Media Manager (Part-time - Remote)

- **Develop and execute cross-departmental social media strategy, aligning marketing, executives, and business development teams.:** Coordinate across departments to ensure content and campaigns reflect the company's brand ethos, driving engagement and audience alignment.
- **Produce and edit multimedia content, including videos and podcasts, for social platforms.:** Create polished, on-brand audiovisual content that enhances storytelling and reinforces the startup's mission and narrative.
- **Manage scheduling, content pipelines, and cross-team coordination to maintain an active social presence.:** Streamline workflow and maintain posting consistency across platforms, ensuring timely delivery and alignment with business goals.
- **Research and develop white paper recommendations to inform content strategy and thought leadership.:** Analyze trends and provide actionable insights that guide social media campaigns and support the company's positioning in the crypto-space.

### Coursera Inc.

February 2025 - Present

Social Graphic Designer (Full-time - Remote, Contract)

- **Launched Coursera's refreshed social presence, contributing to ongoing gains in reach and engagement.:** Developed and executed a launch campaign strategy that introduced new visual guidelines and post formats, increasing engagement and brand visibility across all major social channels.
- **Designed trend-responsive content that turned brand messages into engaging visual stories.:** Produced multi-format assets that leveraged current social media trends while staying true to Coursera's brand voice, resulting in higher click-through and share rates.
- **Collaborated with copy, brand, and analytics to align creative with platform goals.:** Worked cross-functionally to ensure content met performance metrics and strategic objectives, integrating insights from data to optimize creative outputs.
- **Created a reusable component library (Figma + Adobe CC) to streamline production and protect brand consistency.:** Built a scalable design system that reduced production time, enabled faster iteration, and maintained visual consistency across all social campaigns.

### Blockchains Inc.

February 2018 - October 2024

Lead Graphic Designer (Full-time - Reno, NV)

- **Directed the evolution of Blockchains' visual identity, connecting technology, innovation, and narrative across product prototypes, UI, and executive communications.:** Redefined the company's visual style to clearly communicate complex blockchain concepts to stakeholders, enhancing brand recognition and credibility.
- **Built and optimized internal brand systems and design operations, reducing revision cycles by 30% and creating more consistent output across teams.:** Implemented standardized workflows and reusable design assets that streamlined collaboration and improved team efficiency.
- **Led and mentored designers while partnering with Engineering, Product, and Marketing to translate complex blockchain concepts into clear, accessible visuals.:** Provided guidance and training to the design team, fostering professional growth and ensuring all visual outputs met strategic and technical requirements.
- **Drove creative direction for launches, events, and campaigns, unifying motion, data visualization, and storytelling under a single visual language.:** Oversaw production of multi-channel campaigns, ensuring cohesive messaging and visuals across presentations, live events, and digital media.
- **Strengthened brand cohesion across various products, improving recognition and building stakeholder confidence.:** Aligned diverse products under a unified visual framework, resulting in clearer brand messaging and stronger investor and customer trust.

## Professional Experience [ continued ]

---

### Berns Inc.

June 2017 - February 2018

Junior Graphic Designer - ETHNews.com (Full-time - Canoga Park, CA)

- **Created cover art for daily and long term blockchain articles and video segments.:** Designed visuals that enhanced storytelling, aligned with brand voice, and made technical content accessible to readers and viewers.
- **Participated in daily pitch meetings with writers, editors, marketing, and project managers.:** Contributed design insights to shape content presentation, improve audience engagement, and support editorial strategy.
- **Streamlined creative workflows for graphics and video production.:** Introduced efficient processes and organization that reduced turnaround time and ensured consistent output across all content.
- **Contributed to ETHNews earning Google News accreditation in 2017.:** Strengthened the publication's credibility and expanded viewership within the blockchain media ecosystem.
- **Managed and archived graphic and video assets.:** Maintained an organized library of content to ensure accessibility, consistency, and long term use across multiple platforms and projects.
- **Supported Devcon 4 in Prague 2018, filming, producing content, and assisting with Blockchains Inc. launch.:** Introduced the company to over 3,000 Ethereum ecosystem attendees, producing coverage that highlighted company presence and initiatives.

### Noodlehaus

May 2016 - March 2017

Motion Graphics & Multimedia Designer (Full-time - Santa Monica, CA)

- **Produced story-driven motion graphics for entertainment and education clients, including The Academy of Interactive Arts & Sciences and Feminist Frequency.:** Created animated sequences and motion graphics that simplified complex narratives and engaged diverse audiences.
- **Collaborated across set design, lighting, and continuity to create mixed-media work showcased at the 20th Anniversary DICE Awards.:** Integrated physical and digital elements to produce award-recognized multimedia presentations, maintaining artistic consistency and technical precision.
- **Combined visual design, motion, and narrative craft to deliver emotionally resonant and technically precise multimedia experiences.:** Balanced storytelling and technical execution to deliver high-impact projects that resonated with audiences and met client objectives.

### Belly Bandit Inc.

January 2016 - April 2016

Junior Graphics Designer (Full-time - Sherman Oaks, CA)

- **Collaborated with marketing and product teams to design cohesive campaign visuals, packaging, and retail displays aligned with brand evolution.:** Produced visually engaging materials that communicated product benefits and aligned with ongoing marketing strategies.
- **Retouched and art-directed product and lifestyle imagery to maintain visual consistency across print and digital channels.:** Ensured all visual content adhered to brand guidelines, enhancing the company's professional presentation across platforms.
- **Developed and organized the company asset library, streamlining creative workflows and supporting brand consistency.:** Created a centralized repository for assets that improved team efficiency and preserved visual standards.

### JKDreaming.com

February 2010 - Present

Creative Project Lead / Designer (Part-time - Remote, Contract)

- **Led brand direction and consulting for small businesses, shaping cohesive identities from early concepts.:** Worked with clients to define brand positioning and design strategy, creating visual systems that could grow with their business.
- **Designed multi-channel visual systems for print, packaging, and digital experiences.:** Developed assets that maintained visual integrity across platforms, ensuring consistent messaging and aesthetic impact.
- **Owned full creative life-cycle to deliver brands with clarity, consistency, and authenticity.:** Managed projects from discovery to delivery, ensuring that each creative solution aligned with client goals and brand story.

## Education

---

California State University Long Beach, Long Beach, CA

January 2014 - May 2016

*B.A., Studio Art / Graphic Design — Cum Laude*

Moorpark College, Moorpark, CA

September 2006 - June 2010

*A.A., Liberal Arts — Design Stipend Recipient (2010), Multicultural Day Logo*