

RACHEL MOORE

Detail-oriented designer with 8 years experience in print and digital design. Seeking an opportunity to contribute my expertise in branding, packaging, email marketing, and visual design.

EXPERIENCE

Amscan (PCHI), Woodcliff Lake, NJ — Production Artist

January 2024 - Present

- Created and finalized artwork files for a diverse range of party products and their packaging, while ensuring compliance with visual, regulatory, and manufacturing standards
- Demonstrated strong problem-solving skills by effectively addressing and resolving production issues and providing timely delivery of high-quality artwork.
- Utilized Adobe Illustrator and Photoshop to create production-ready artwork with technical precision, incorporating essential information (dimensions, safety warnings) and effectively organizing files, colors, and layers
- Interpreted and implemented feedback from project stakeholders, actively participating in meetings to communicate and find balanced solutions to design challenges while adhering to templates and style guides for consistency.

High IntenCity, Fair Lawn, NJ — Graphic & Packaging Designer

September 2018 - December 2023

- Proficiently transitioned between diverse roles within the company, creating marketing materials for the in-house brand and overseeing end-to-end packaging design and production
- Collaborated with the Marketing Director to craft essential brand assets for various digital marketing channels, such as email campaigns, web banners, and social media graphics
- Took full ownership of packaging, handling between 400-500 SKUs a quarter from concept through production
- Managed projects autonomously, maintaining clear communication with cross-functional teams to consistently meet stringent deadlines
- Ensured adherence to all licensing and regulatory requirements
- Communicated with licensors and utilized their respective approval channels

Encore International, Hawthorne, NJ — Graphic Designer

February 2017 - September 2018

- Conceptualized creative packaging and accessories for a wide range of industries including cosmetics and fragrance, confectionery, and home
- Gained understanding of the production processes of various packaging materials, such as paperboard, plastics, metals, etc., while considering cost-effectiveness and best execution
- Utilized Adobe Illustrator and Photoshop to craft both 2D and 3D mockups and renderings, enhancing the visual representation of packaging designs
- Communicated with factories throughout the production process, ensuring high-quality standards and the fulfillment of client expectations

WP Presents!, Wayne, NJ — Graphic Designer

September 2016 - February 2017

- Created diverse print and digital marketing assets for William Paterson's Theatre Program, leveraging strong layout and typography skills to produce effective flyers, web banners, and advertisements.

EDUCATION

William Paterson University,

Bachelor of Fine Arts -

Graphic & Interactive Design

SKILLS

Attention to Detail

Problem-Solving

Project Management

Resourceful & Adaptable

Print Production

Branding & Licensing

Image Editing & Retouching

Digital & Print Marketing

Print & Web Layout Design

Traditional Fine Art Skills

AWARDS

Employee of the Month -

Encore International,

January 2018

Dean's List -WPU, Fall 2012 -

Fall 2016

Best in Show -WPU Student

Art Association, Spring 2014

PROGRAMS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe After Effects*

MacOS

Windows

Microsoft Suite

Google Suite

Klaviyo*

Shopify*

*Limited Experience