

# Hello.

## Rachelle Malaney

rmalaney@gmail.com

734.740.6722

### Work Experience

#### Beam Suntory

##### SENIOR DESIGNER / ART DIRECTOR

January 2015 – Present • Chicago, IL

- Worked closely with a creative team to develop high-level design direction and strategy from creative development, to selling in ideas to client, to production of assets.
- Senior design lead in ideating and executing packaging design, branding, point of sale communications, photo shoots, and custom illustrations, while upholding brand guidelines.

**CLIENTS:** Jim Beam, Basil Hayden's, Cruzan Rum, The Cocktail Project

#### Nogginlabs (EY)

##### DESIGNER

October 2010 – October 2014 • Chicago, IL

- Collaborated with the project team to develop and maintain cohesive learning and development strategies through e-learning courses and apps.
- Created initial design concepts, mood boards, and storyboards. Worked to implement those through user interface mockups and custom illustrations ensuring concepts adhere to client brand standards.

**CLIENTS:** Abbott Laboratories, Delta Airlines, Junior Achievement, McDonald's

#### VC Web Design

##### DESIGNER

June 2012 – November 2013 • Ann Arbor, MI

- Creation of brand identity, website design and user experience, banners, advertisements and other marketing materials.

**CLIENTS:** Icen Tea, Anel Haircare, Cafe Zola, Galaxie Metalwork, CMF Construction

#### Washtenaw Community College

##### DESIGNER

August 2008 – August 2011 • Ann Arbor, MI

- Concepted and led marketing material projects and creation of department logos, guidelines, and assets.

### Freelance

Brand design and development for clients including brand identities, guidelines, print and digital promotional platforms, custom illustrations and presentation tools.

**CLIENTS:** La Colombe Coffee Roasters, Tom's Shoes, Wilson Sporting Goods, Notre Dame University, American Cancer Society, The Heart Association, Adler Planetarium, The Barre Code

### Education

#### BFA, VISUAL COMMUNICATIONS

Illinois Institute of Art, 2010

#### ASSOCIATES DEGREE, APPLIED SCIENCE

#### GRAPHIC DESIGN CERTIFICATE

Washtenaw Community College, 2008

### Skills

Digital/Print Design  
Brand Identity  
Illustration  
Typography  
Asset Management  
Project Management  
Collaboration  
Client Relationships

### Programs

CC Creative Suite,  
Microsoft Suite  
Google Suite  
Keynote