

Rachel Wan

Visual Designer

Experience

SENIOR DIGITAL DESIGNER AT NIKE

SEP 2021 – PRESENT

Collaborated closely with brand marketing stakeholders, art direction designers and digital production team within Global Brand Creative to create world-class product and lifestyle storytelling experiences across digital platforms. Responsible for intaking brief requirements, understanding best practices for engaging with consumers, assisting in shoot planning and asset mapping, designing and delivering all digital content.

VISUAL DESIGNER AT PICMONKEY

MAR 2017 – FEB 2020

Designed and produced iOS & Android app store videos and redesigned over 50 product icons to better align with evolving brand look and feel. Worked iteratively with UX designers on UI improvements over consecutive seasons. Collaborated closely with writers and social team to create educational design blog content for emails and social channels within a fast-paced environment. Partnered with marketing stakeholders to concept, build and update landing pages highlighting key product features and offerings.

FREELANCE DESIGNER AT RATIONAL INTERACTION

OCT 2016 – FEB 2017

Designed a co-branded suite of marketing assets (e-guide, landing page, banners, social graphics) for various small businesses utilizing the Microsoft platform. Worked with senior designer on exploring variations for new company website, producing high-fidelity comps for desktop and mobile, as well as assisting with any web production needs.

FREELANCE DESIGNER AT ESSENCE DIGITAL

AUG 2016 – OCT 2016

Worked closely with senior designer and web developers to produce dynamic ads for Google Pixel phone, with multiple desktop and mobile versions in English, Spanish and French.

UX DESIGNER AT AMAZON

NOV 2013 – MAR 2016

Designed widgets used by Amazon.com site merchandisers and other retail teams to enhance customer browse experience. Worked closely with other UX designers and engineers to concept, research, iterate, prototype, QA and develop new widgets and widget features. Documented best practices and provided ongoing customer service to retail teams as well as gathering insights and feedback to incorporate in future widget releases.

DESIGNER AT JULEP BEAUTY

JAN 2013 – NOV 2013

Responsible for a variety of digital, print and packaging projects, while helping to visually push the brand forward. Concepted and designed monthly nail polish campaigns (assets included email, social, flyers, banners and responsive landing page). Worked closely with art directors, marketers and developers to make sure deliverables fulfill project goals and were executed with a high level of polish. Assisted with photostyling and post-production as needed.

DIGITAL DESIGNER AT STARBUCKS

AUG 2011 – AUG 2012

Created email, web and social banners and style guides for digital marketing campaigns. Worked with senior designers and copywriters on any web production needs and site updates to improve user experience. Audited all international sites against the US Starbucks site and identified any opportunities for greater visual and brand alignment.

Education

UNIVERSITY OF WASHINGTON, SEATTLE

Graduated in June 2011

BFA in Visual Communication Design

Skills

Banner design	Adobe Photoshop
Email design	Adobe Illustrator
Layout design	Adobe After Effects
Icon design	Adobe InDesign
Digital illustration	Figma
Marketing design	Sketch
Photo & video editing	Axure
Typography	Zeplin
Experience design	Basic HTML/CSS
Wireframing	MS & Google Office
Prototyping	
Research	
Collaboration	

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References available upon request.