



I'm a vision-driven professional whose expertise encompasses all aspects of creative development and graphic design. My passion is collaboration and bringing cross-functional teams together.

A few areas of my expertise include...

- Retail Brand Development
- Visual Merchandising
- Cross-functional Team Management
- Brand Development
- Creative Strategy
- Creative Launches

## Experience

**Senior Graphic Designer** July 2019 - Present  
RR Donnelley | The Home Depot, Atlanta, Ga

Collaborate closely with THD Visual Merchandisers and RRD design and copywriting leadership on original concepts for in-store signage, wayfinding, and experiential design solutions

- Adapts marketing ideas into print or experiential solutions
- Design and present digital mockups for concept presentations and pitch decks
- Prepare final press-ready production files, package & release to printers or media partners
- Train and assist in onboarding graphic designers and production artists
- Follow a development timeline to ensure tasks are completed by the deadline

**Lead Graphic Designer** July 2015 - June 2019  
Score Atlanta, Atlanta, Ga

Managed graphic production, proofing, and file release on 40+ publications per year for the NFL and MLS teams under the AMBSE marketing and event teams

- Designed "Conquered!" The Atlanta United FC commemorative book sold in The Official MLS Store
- Collaborated on the Atlanta Falcons Gameday guides, Atlanta United Matchday books, Atlanta Falcons Yearbook, AMBSE marketing materials and special event publications such as the 2019 Super Bowl LIII
- Directed website development, management, and content posting for Score Atlanta event websites

**Graphic Designer** Oct 2013 - March 2015  
Abcom/Exploring Inc., Atlanta, Ga

Managed marketing strategies and design for companies under Exploring, Inc. umbrella (Brumark, ID3 Group, & Shelmarc Flooring).

- Designed and approved graphic production for Brumark flooring clients, and conceptualized Brumark Exhibition booths and tradeshow collateral
- Abcom Inc.: Supervised client tradeshow booth development from ideation to fabrication and artwork installation

**Jr. Graphic Designer** Jan 2011 - July 2013  
Hughes Media, Atlanta, Ga

- Graphic/Website Design & Development
- Content Editing for SEO
- Google Analytics/Adwords Experience
- Brand Development/ Social Media

Atlanta, GA (Open to Remote)  
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## Skills

### Methods & Expertise

- Creative Launches
- Graphic Design
- Brand Activation
- Retail Brand Development
- Visual Merchandising
- Cross-functional Team Management
- Brand Development
- Multi-channel Campaigns
- Creative Strategy
- Project Management
- Project Budgets
- Website Design & Development
- Content Management Systems
- HTML/CSS
- Asset Management

### Design & Collaboration Tools

- Adobe CS3-CC 2022
- MS Office Suite
- Google Workspace
- Workfront/ProofHQ
- FunctionFox TimeFox
- Monday.com
- Asana
- Sharepoint
- Basecamp

## Education

Art Institute of Atlanta  
Bachelor of Arts, Advertising  
2008-2011