



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...

- Brand Design
- Brand Development
- Cross-functional Team Management
- Creative Strategy
- Retail Design
- Digital Design

Experience

Senior Graphic Designer July 2019 - Present

RR Donnelley | The Home Depot, Atlanta, Ga

Collaborate closely with THD Visual Merchandisers to translate marketing strategies into on-brand design recommendations, and develop concepts to support marketing goals

- Winning concepts for 2020 and 2023 Halloween as well as Spring 2020 Manhattan store window display
- Completed annual POP refresh, redesign, and release of over 1700 pieces of POP across two major departments, known as the "Spring project"
- Developed and implemented a new process for collaboration on the weekly "Spring" decks utilizing InDesign Book files and synchronized style guides
- Train and assists in onboarding graphic designers and production artists
- Applies design systems and contributes to the evolution
- Design and present concept presentations and pitch decks to leadership
- Create and edit low to high fidelity renderings of signage for client-facing projects
- Prepare final press-ready production files for release to printers or media partners

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

- 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 Guide
- Designed "Conquered!" The Atlanta United FC commemorative book sold in The Official MLS Store
- Managed website development, content, and posting schedule for Score Atlanta and all affiliated event websites
- Maintained close relationships with printers and vendors for all associated projects. or events

Graphic Designer Oct 2013 - March 2015

Abcom/Exploring Inc., Atlanta, Ga

Collaborated on marketing strategies and ad design for companies under the Exploring, Inc. umbrella. Supervised client tradeshow booth development from ideation, fabrication, and artwork installation. Managed Brumark company website development through vendor and maintained site content.

rhondarawls.com
rhonda@rhondarawls.com
linkedin.com/in/rrrawls

Atlanta, GA
(Open to Remote/Hybrid Roles)

Skills

Methods & Expertise

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

Design & Collaboration Tools

Adobe CS3-CC 2023
Google Workspace
MS Office Suite
Figma
Workfront/ProofHQ
FunctionFox TimeFox
Monday.com
Asana
Sharepoint
Basecamp

Education

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