

rhonda rawls

strategist. designer. problem solver.

I'm a creative 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
- Graphic Design
- Creative Strategy
- Multi-channel Campaigns
- Process Development
- Cross-functional Team Management

Experience

Senior Graphic Designer

May 2023 - Present

Logility | American Software, Atlanta, Ga

Contribute to cross-functional marketing initiatives for product promotion and branding. Manage and oversee the brand design, ensuring reviews of how the designs are performing in-market

- Manage and communicate multiple content plans in a content management system to ensure alignment on deliverables, dependencies, and timelines.
- Proactively research and self-educate on intricate subject matter that needs to be portrayed graphically
- Maintain all assets in a digital library, ensuring brand usage is based on latest standards

Senior Graphic Designer

July 2019 - May 2023

RR Donnelley | The Home Depot, Atlanta, Ga

Collaborated closely with THD Visual Merchandisers to translate marketing strategies into on-brand design recommendations, onboarding graphic designers and reevaluate processes to support marketing milestones

- Developed and implemented a new process for the weekly project decks utilizing InDesign Book files and synchronized style guides
- Refine design systems and contributes to the evolution through user testing
- Trains and supports onboarding graphic designers and production artists
- Design and present low to high-fidelity concept renderings and presentations for pitch decks to leadership
- Winning concepts for 2020 and 2023 Halloween in all stores as well as Spring 2021 Manhattan store window display

Lead Graphic Designer

July 2015 - June 2019

Score Atlanta, Atlanta, Ga

Managed graphic production, proofing, and scheduling 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 and Yearbook, Atlanta United Matchday books, AMBSE marketing materials and special event publications. Designed "Conquered!" The Atlanta United FC commemorative book sold in The Official MLS Store
- Managed website development, content, and production schedule for Score Atlanta and all affiliated event websites
- Facilitated relationships and production schedules with printers and vendors for all projects and events

rhondarawls.com

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Atlanta, GA

(Open to Remote/Hybrid Roles)

Skills

Methods & Expertise

Graphic Design
Brand Design
Creative Strategy
Multi-channel Campaigns
B2B/B2C/SaaS Experience
Content Management Systems
Project Management
Production Schedules
Process Development
Cross-functional Team Management
Employee Onboarding
Website Design & Development
HTML/CSS
Asset Management

Design & Collaboration Tools

Adobe CS3-CC 2024
MS Office Suite
Google Workspace
Canva
Smartsheets
Figma
Workfront/ProofHQ
FunctionFox TimeFox
Monday.com
Asana
Sharepoint
Basecamp

Education

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