

Rhonda Rawls

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
- Integrated Campaigns
- Process Development
- Cross-functional Team Management

Experience

Senior Graphic Designer

Logility | Aptean, Atlanta, Ga

May 2023 - Present

Led the strategic implementation of brand design across integrated marketing campaigns. Created visual identities for new events and internal programs. Accountable for managing brand application, monitoring in-market design performance, and ensuring alignment on deliverables, dependencies, and timelines.

- Collaborate on campaign strategy and event development
- Collaborate with contractors and specialty advisors on original content
- Advise internal teams on brand guidelines and assist with production approvals
- Evaluate and adapt process development to ensure efficiency

Senior Graphic Designer

RR Donnelley | The Home Depot, Atlanta, Ga

July 2019 - May 2023

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

Score Atlanta, Atlanta, Ga

July 2015 - June 2019

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 Roles)

Skills

Methods & Expertise

Graphic Design

Brand Design

Creative Strategy

Integrated 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 2025

Canva

Hubspot

Figma

Smartsheets

Workfront/ProofHQ

FunctionFox TimeFox

MS Office Suite

Google Workspace

Monday.com

Asana

Sharepoint

Basecamp

Education

Art Institute of Atlanta

Bachelor of Arts, Advertising

2008-2011