

RACHEL MATTHEWS

CONTACT

918.645.4066
rachelmatthewsdesign.com
rachelmatthewsdesign@gmail.com
Brooklyn, NY

EDUCATION

Corcoran School of the Arts and Design
MA Exhibition Design
August 2016 - May 2018
Exhibition Designer, Design Corps

Trinity University
BA Studio Art, Sociology
August 2009 – May 2012
Baker Duncan Fine Arts Scholar
President, Trinity Arts Collective

ASSOCIATION

SEGD, Society for Experiential Graphic Design
August 2016 – December 2018

SKILLS

Graphic Design
Adobe Illustrator, Photoshop, InDesign, After Effects, Graphic Elevations, Storyboards, Art Direction

Design Research
Interpretive Goals, Audience Personas, Content Development

UX/UI Design
Adobe XD, Figma, User Journey Maps

3D Design
Sketchup, Vectorworks

Language
English, French

EXPERIENCE

George P. Johnson Experience Marketing (GPJ)

Art Director
July 2022 – present

Graphic Designer

June 2021 – July 2022

- + Collaborates closely with 3D Designers, Strategists, and Creative Directors to design experiences, events, and digital activations for clients such as **IBM** and **Celonis**
- + Responsible for presentation design, creating graphic elevations, storyboarding digital media, and designing a variety of print and digital graphics that range from postcards and signage to web banners and email invitations
- + Acts as a core member of the GPJ Green Team, a global initiative dedicated to researching and establishing standards that lead to more sustainable events
- + Contributes to RFP proposals for new client work

George P. Johnson Experience Marketing (GPJ)

Experience Strategist

June 2019 – June 2021

- + Established goals, strategies, narratives, attendee journeys and copywriting for large-scale, globally reaching **IBM** exhibits, experiences, and content activations
- + Presented work alongside Creative Directors
- + Reported on current trends and insights from the field of exhibit design
- + Created event audits that summarized experiences, observed attendee behavior, and outlined learnings for internal and external teams
- + Contributed to RFP proposals for new client work

Rachel Matthews Design

Creative Strategist and Graphic Designer

January 2016 – May 2019

- + Provided creative strategy for pitches within the events and experiential industry with **Hargrove Experience**
- + Designed environmental graphics for restaurants and retail spaces with **MAGIC Architecture**
- + Designed presentations, pitches, and websites for **Holbrook Lawson Art Consultancy**

Smithsonian American Art Museum and Renwick Gallery

Advanced Level Exhibition Design Intern

August 2017 - May 2018

- + Strategized with core team to determine visitor flow, signage, and location of personnel for **No Spectators: The Art of Burning Man**
- + Redesigned SAAM lobby and office to reflect a more cohesive brand identity and streamlined wayfinding system
- + Adapted CAD drawings to Sketchup for **Between Worlds: The Art of Bill Traylor** and **Tiffany Chung: Past is Prologue**

Trinity University

Adjunct Faculty, Art Curatorial Assistant

December 2014 – November 2015

- + Designed and taught experiential learning course in exhibition development, resulting in 4 exhibitions in the library and student center

Equinox Gallery

Exhibitions and Gallery Manager

May 2013 – November 2015

- + Managed, designed, and installed 9 exhibitions of local and international jewelers
- + Managed and merchandised the work of 20 studio jewelers
- + Designed new exhibition space