

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

Experience Strategy

Interpretive Goals, Audience Personas, Content Development

3D Design

Sketchup, Vectorworks, Rendering, Floor Plans, Architectural Model Making

UX/UI Design

Adobe XD, Figma, User Journey Maps

Language

English, French

EXPERIENCE

George P. Johnson Experience Marketing (GPJ)

Art Director

July 2022 – present

- + Collaborates closely with 3D Designers, Strategists, and Creative Directors to design experiences, events, and activations for clients, such as **IBM** and **Celonis**
- + Responsible for concept development, presentation design, creating graphic elevations, storyboarding digital media, and designing a variety of print and digital assets 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

Graphic Designer

June 2021 – July 2022

George P. Johnson Experience Marketing (GPJ)

Experience Strategist

June 2019 – June 2021

- + Established goals, strategies, attendee journeys, content, and copywriting for large-scale, global **IBM** exhibits, experiences, and activations
- + Presented work alongside Creative Directors
- + Reported on current industry trends and insights
- + 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

- + Established 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 dedicated exhibition space