



Rachel Matthews

Creative strategist and designer with a passion for understanding how people move through spaces, interact with each other, and experience the world around them

CONTACT

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EDUCATION

Corcoran School of the Arts and Design

MA Exhibition Design
Exhibition Designer, Design Corps
August 2016 - May 2018

Trinity University

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

ASSOCIATION

SEGD, Society for Experiential Graphic Design

August 2016 - December 2018

SKILLS

Graphic Design: Adobe Illustrator, Adobe Photoshop, Adobe InDesign

3D Design: Vectorworks, Sketchup, Rendering, Floor Plans, Elevations, Architectural Model Making

Experience Strategy: Research, Interpretive Goals, Personas, Journey Maps, Content Development, Copywriting

UX Design: Adobe XD, User Flow, Wireframes

Language: English, French

EXPERIENCE

GPJ

Graphic Designer

June 2021 - present

- + Collaborates with cross-functional teams and clients to develop and design IBM events, experiences, and activations
- + Responsible for presentation design, graphic elevations, virtual event design, and any additional digital or physical signage and materials
- + Contributes to RFP proposals for new client work

Experience Strategist

June 2019 - June 2021

- + Established goals, strategies, narratives, attendee journeys and copywriting for large-scale IBM events and experiences
- + Presented work alongside Creative Directors
- + Researched and reported on current trends in experience design
- + Collaborated to create physical and digital activations that scale to educate and inspire audiences around the globe
- + Contributed to RFP proposals for new client work

Rachel Matthews Design

Creative Strategist and Designer

May 2018 - May 2019

- + Provided design strategy for events and tradeshow with Hargrove Experience; responsibilities including research, audience goals and strategies, attendee journey, graphic elevations, and art direction
- + Designed environmental graphics and retail display for MAGIC Architecture

Frontrunner Productions

VR Associate

September 2018 - November 2018

- + Facilitated visitor experience in support of top-of-the-line VR equipment for Alejandro González Iñárritu's groundbreaking VR experience, *Carne y Arena*

Smithsonian American Art Museum and Renwick Gallery

Advanced Level 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*.

Equinox Gallery

Exhibitions and Merchandising Manager

May 2013 - November 2015

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

Trinity University

Adjunct Faculty, Art Curatorial Assistant

December 2014 - November 2015

- + Founded, designed, and taught experiential learning course in exhibition development, resulting in 4 exhibitions in the library and student center
- + Featured student, alumni, and local artists, strengthening ties between Trinity students and the San Antonio arts community

Program Assistant, Mellon Initiative for Research in the Arts and Humanities

February 2013 - November 2014

- + Provided arts expertise to build foundation of undergraduate research programs
- + Curated exhibitions of student artwork in student research hub
- + Served as student and faculty liaison for research community