

RACHEL MATTHEWS

SUMMARY

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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Brooklyn, NY

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

Experience Strategy

Research, Interpretive Goals, Audience Personas, Journey Maps, Content Development, Copywriting

Graphic Design

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Elevations

3D Design

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

UX Design

Adobe XD, User Flow, Wireframes

Language

English, French

EXPERIENCE

George P. Johnson Experience Marketing (GPJ)

Graphic Designer

June 2021 - present

- Collaborates with cross-functional teams and clients to develop and design events, experiences, and activations for global tech firms, including **IBM** and **Celonis**
- 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 copy 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 tradeshows with Hargrove Experience; responsibilities including research, audience goals and strategies, attendee journey, graphic elevations, and art direction
- Designed environmental graphics for MAGIC Architecture

Frontrunner Productions

VR Associate

September 2018 - November 2018

- Facilitated visitor experience in support of Alejandro González Iñárritu's groundbreaking VR experience, **Carne y Arena**

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*.

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

- 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