



# Rachel Smedley

Creative Director | Illustrator | Designer

 Nashville, TN

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## Professional Summary

Multidisciplinary Graphic Designer and Creative Lead with 8+ years of experience creating strategic, visually compelling design solutions across print, digital, and web. Experienced leading creative projects from concept through production, collaborating cross-functionally, and managing teams and client relationships in fast-paced environments. Skilled in brand development, layout design, digital advertising, motion graphics, presentations, illustration, and web design, with a strong focus on visual storytelling, organization, and detail-driven execution to deliver polished, impactful work aligned with business goals.

## Education

### Bachelor of Fine Arts

Harding University, December 2017

Major: Graphic Design

### Bachelor of Science

Harding University, May 2016

Major: Psychology

Minor: Art

## Skills

### Design & Creative

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Lightroom
- Adobe After Effects
- Adobe Premiere Pro
- Figma
- Procreate

### Digital Marketing & Web

- HTML & CSS
- Salesforce Marketing Cloud
- Campaign Monitor
- Emma
- Unbounce
- Creatopy

### Presentation & Productivity

- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Word
- Jira/Monday/Asana

### Additional Strengths

- Brand Identity Design
- Art Direction
- Creative Leadership
- Layout Design
- Print Production
- Email Marketing Design
- Digital Advertising
- Motion Graphics
- Presentation Design
- Cross-Functional Collaboration
- Project Management
- Vendor Coordination

## Work Experience

### Rachel Designs

**Freelance Graphic Designer**, Nashville, TN | January 2024 – Present

Create custom paintings, digital illustrations, and brand identities, including logos and websites. Design packaging, posters, email templates, and social media content for both print and digital platforms. Working directly with clients, I manage projects from concept to completion, delivering creative, on-brand solutions under tight deadlines.

### Hammock

**Creative Director**, Nashville, TN | November 2022 – January 2024

Ensured quality creative projects through collaborative direction with designers, videographers, and freelancers for print, web, and video. Directly managed client relationships and executed design solutions to accomplish their goals.

### Acadia Healthcare

**Creative Manager**, Nashville, TN | January 2022 – November 2022

Managed an internal team of designers to produce on-brand, high quality materials that achieved overall company goals related to client engagement and facility management. Products included print materials, graphics, and digital ads to be scaled across multiple brands.

**Senior Graphic Designer**, Nashville, TN | April 2019 – January 2022

Created logos and branding materials. Led projects and helped guide and teach fellow designers. Worked directly with print, graphic, vinyl, and signage companies. Created web display ads to be scaled across brands.

**Junior Graphic Designer**, Nashville, TN | April 2018 – April 2019

Created print and digital collateral. Edited and proofed existing designs. Worked in Campaign Monitor to create emails.

**Contract Graphic Designer**, Nashville, TN | August 2017 – April 2018

Designed print and digital collateral. Interpreted marketing material to design for mental and behavioral healthcare audience.

**Graphic Design Intern**, Nashville, TN | May 2017 – August 2017

Designed collateral such as brochures, flyers, print and web ads, emails, and posters.

### Conley Graphics

**Graphic Design Intern**, Searcy, AR | August 2017 – December 2017

Designed and assisted in making vinyl decals, large scale signage, trophies, plaques, banners, and social media ads.