


# Rachel Smedley

Creative Director | Illustrator | Designer



 Nashville, TN

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 [www.instagram.com/racheldesigns/](https://www.instagram.com/racheldesigns/)

## Professional Summary

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Problem solving creative with 7+ years experience working on and directing a wide variety of print and digital materials including layout designs, branding, e-books, magazine publications, illustrations, graphics, presentations, video, animation, and web design.

Extremely organized with a sharp attention to detail ensuring the highest quality of work, unique solutions, and impactful visuals.

## Education

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### Bachelor of Fine Arts

Harding University, December 2017  
Major: Graphic Design

### Bachelor of Science

Harding University, May 2016  
Major: Psychology  
Minor: Art

## Skills

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InDesign	Figma
Illustrator	Unbounce
Photoshop	Emma
Lightroom	Campaign Monitor
After Effects	Salesforce Marketing Cloud
Premiere Pro	Creatopy
Microsoft PowerPoint	Procreate
Microsoft Excel	Jira
Microsoft Word	HTML & CSS

## Achievements

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Acadia Achievement Award  
Graduated Summa Cum Laude  
Outstanding Psychology Major Award  
Dean's List 12/12 times  
Showcased in ADI Gallery Show  
Artwork Selected for Juried Show  
Designed and Exhibited Artwork in Solo Show  
Solved Nancy Drew Mysteries on Senior Detective Mode

## Work Experience

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### Rachel Designs

**Freelance Graphic Designer**, Nashville, TN | August 2016 – 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.