

RACHEL BEAULIEU

Graphic Designer | Web Developer | Brand Identity Specialist

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PROFESSIONAL SUMMARY

Creative and detail-oriented Graphic Designer and Web Developer with 8+ years of experience in visual design, brand identity, and digital production. Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, and Canva. Skilled in creating compelling visual communications for print and digital media including brand identity systems, logo design, marketing collateral, social media graphics, and web interfaces. Combines strong design sensibility with full-stack development capabilities to deliver end-to-end creative solutions. Proven ability to manage multiple projects independently in remote environments.

CORE SKILLS & TOOLS

Graphic Design: Brand Identity, Logo Design, Typography, Layout Design, Visual Communications, Print Design, Digital Design, Illustration, Color Theory, Composition

Design Software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Creative Suite, Figma, Canva, Affinity Designer

Web & Development: HTML5, CSS3, JavaScript, React, TypeScript, React Native, Node.js, WordPress, Responsive Design, UI/UX Design

Production & Collaboration: Print Production, Digital Publishing, Social Media Design, Email Marketing, Mailchimp, Project Management, Monday.com, Slack, Zoom, Google Workspace, Microsoft 365

FEATURED DESIGN WORK

Sweet Serve Event Brand Identity | [Hot Diabetic Club](#)

- Designed complete event brand identity including logo suite, icon mark, color system, and brand guidelines for a diabetes awareness fundraiser event
- Created primary logo, horizontal lockup, stacked lockup, and standalone icon variations delivered in SVG and PNG formats
- Developed brand kit documentation covering color palette, typography system, and usage guidelines

Freelance Brand & Design Portfolio | [hey Rachel.dev](#)

- Delivered 10+ complete brand identity systems including logo suites, color palettes, typography guides, and brand standards for clients across hospitality, real estate, music, and events industries
- Clients include Keller Williams luxury real estate, NYC hotel venues, music artists, and nightlife event companies
- Designed event flyers, album artwork, social media graphics, and marketing collateral for print and digital applications

Arvista Corporation Website | [arvistagc.com](#)

- Designed and developed full company website with dark industrial aesthetic, custom typography, and brand-consistent visual language
- Created all visual assets including layout design, photo treatments, and UI components

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer & Web Developer

Independent | Remote | 2018 - Present

- Created brand identities, logo suites, marketing collateral, social media assets, and event graphics for 10+ clients across 6+ industries
- Designed and developed client websites including service pages, booking systems, project galleries, and contact forms

- Managed full project lifecycle from creative brief and concept development through final delivery and client revisions
- Produced print-ready and digital-optimized files for merch vendors, printers, and social media platforms

IT Operations & Project Coordinator

Arvista Corporation | South Florida / Remote | 2022 - 2026

- Designed and maintained company website and all digital brand presence including social media and Google Business
- Created visual communications and marketing materials for internal and external stakeholders
- Managed project coordination, vendor communications, and administrative operations across multiple simultaneous projects

EDUCATION & CERTIFICATIONS

Graphic Design Studies | Suffolk County Community College | 2016-2017

Google IT Support Professional Certificate | Google / Coursera | 2023

Meta Front-End Developer Certificate | Meta / Coursera | In Progress

Software Engineering Bootcamp | HackerU / NYU | 2022