

RACHEL BEAULIEU

Graphic Designer · Brand Identity · Visual Systems

(631) 741-4756 · heyrachel.dev@gmail.com · www.heyrachel.dev

[linkedin.com/in/rbalou](https://www.linkedin.com/in/rbalou) · github.com/RachBlue

SUMMARY

Graphic designer focused on brand identity, logo design, and visual systems. Running an independent freelance practice since 2018 — starting as side work for friends and small businesses, and expanded into a primary focus in 2026 through heyrachel.dev. Comfortable owning projects from concept through production-ready delivery across print and digital. Fully remote, organized, and used to juggling multiple clients and deadlines.

CORE SKILLS & TOOLS

Design: Brand identity systems, logo design, typography, layout, print and digital production, social media graphics, event collateral, marketing materials

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

Production: Print-ready file preparation, brand guideline documentation, asset management across cloud platforms, Microsoft Word and PowerPoint templates

Collaboration: Slack, Zoom, Google Workspace, Monday.com, async remote workflows

Additional: HTML/CSS, WordPress, React, responsive web design

SELECTED FREELANCE PROJECTS

Sweet Serve Event Brand Identity | *Hot Diabetic Club*

- Designed complete event brand identity for a diabetes awareness fundraiser: logo suite, icon mark, color system, typography, and brand guidelines
- Delivered primary logo, horizontal and stacked lockups, and standalone icon variations in SVG and PNG formats
- Produced brand kit documentation covering color palette, typography, and usage guidelines

Brand Identity Portfolio | *heyrachel.dev* Ongoing

- Delivered 10+ brand identity systems — logo suites, color palettes, typography, and brand standards — for clients in hospitality, real estate, music, and events
- Client roster includes 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 use

Arvista Corporation Website | *arvistagc.com*

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

EXPERIENCE

Freelance Graphic Designer | *Independent / heyrachel.dev* 2018 – Present

- Founded heyrachel.dev as a portfolio and client engagement site; expanded from 1–2 projects per year to a primary practice in 2026
- Brand identities, logo suites, marketing collateral, social media assets, and event graphics for 10+ clients across 6+ industries

- Manage full project lifecycle — creative brief, concept development, revisions, and production-ready final delivery
- Prepare print-ready and digital-optimized files for merch vendors, printers, and social platforms

IT Operations & Project Coordinator | *Arvista Corporation · Hybrid* 2022 – 2026

- Coordinated projects, vendor communications, and administrative operations across multiple simultaneous workstreams
- Contributed design work to the company: built and maintained the website, digital brand presence, social media, and Google Business profile
- Produced internal and external visual communications and marketing materials as design needs arose

EDUCATION & CERTIFICATIONS

Graphic Design Studies — Suffolk County Community College, 2016–2017

Software Engineering Bootcamp — HackerU / NYU, 2022

Google IT Support Professional Certificate — Coursera, 2023

Meta Front-End Developer Certificate — Coursera, in progress