



CREATIVE@RVSANDBERG.COM . 925.384.3112

RVSANDBERG.COM



RACHEL SANDBERG

A results-oriented Creative Design Professional with experience in logo, graphic and layout design. Skilled in the full creative process of conceptualizing, designing and delivering in a range of design mediums. Adept at creating unified designs through specified branding guidelines or, when needed, inner-guided consistency, while keeping focus on appropriateness and accuracy of the design message. Excellent communicator with the innate ability to manage multiple projects with competing deadlines. Top performer with a strong track record of intuitively understanding the client's vision and needs through experience and a wide perspective, as well as detailed observations.

CREATIVE HIGHLIGHTS

- Sr. Graphic Designer, Packaging & Brand Manager for two international gardening product brands (Bond® and Bloom®)
- Designed logos for Discover Dominica Authority, the Government of Dominica's official marketing arm
- Created regional campaigns for Dominica's official cultural events
- Served as the Creative Design Adviser on the Rebranding Steering Committee for the Commonwealth of Dominica
- Created and further developed brands from the ground up by creating all visual designs for social media, advertising mediums, and menus for a range of stores and restaurants
- Solidified a core base of clients who still come for services over eight years later
- Lectured on branding at the Dominica State College

EXPERTISE

Original Concepts
 Logo Creation
 Advertising & Campaign Design
 Digital/Social Media Design
 Packaging Design
 Branding Guidelines
 Typography & Color Theory
 Prepress/Production

SKILLS

Adobe Illustrator
 Adobe InDesign
 Adobe Photoshop
 SquareSpace
 MS Office
 Mac OS

QUALITIES

Creative
 Self-starter
 Multi-task/project
 Time Management
 Interpersonal Skills
 Easily Adaptable
 Innovative

EXPERIENCE

Sr. GRAPHIC DESIGNER, PACKAGING & BRAND

BOND MANUFACTURING . ANTIOCH, CA

MARCH 2018 - PRESENT

At Bond Manufacturing I serve as the Sr. Graphic Designer, Packaging & Brand for the Bond® and Bloom® brands. This includes managing existing retail packaging and creating new packaging for the products in these brands. I am also responsible for designing catalogs, sell sheets, presentations, and assets (trade-show, marketing and advertising) for the sales teams. Alongside my responsibilities for Bond® and Bloom®, I have also assisted in Stanley®, Black + Decker™, Miracle-Gro®, Scotts® and Craftsman brands, creating licensed packaging and presentations.

FREELANCE DESIGNER

RVSANDBERG.COM . CALIFORNIA, USA

2017 - PRESENT

BRAND DESIGN SPECIALIST, DESIGNER

DMG INNOVATIONS . POTTERSVILLE, DOMINICA

2012 - 2017

As Brand Design Specialist I was part of a design team working from concept to design to completion for international and local clients. This included advertising campaigns, logo design, and branding guideline projects. I wrote and submitted estimates, proposals and tenders, and communicated directly with clients throughout the design process.

CREATIVE DIRECTOR, DESIGNER

ARTISTIC EDGE . CANEFIELD, DOMINICA

2010 - 2012

I designed for a select group of high-end small business with the unique perspective of being integrated and exposed to their inner workings. This gave me the opportunity to deliver valuable input in marketing, design, and visual presence of their brands.

CREATIVE DIRECTOR, DESIGNER

FSI CREATIVE . CANEFIELD, DOMINICA

2007 - 2010

JUNIOR GRAPHIC DESIGNER

FSI CREATIVE . CANEFIELD, DOMINICA

2004 - 2007

I was hired as a junior designer and rose to creative director in 3 years through dedicated hard work, meeting deadlines and exemplifying advanced creativity through an intuitive creative process with consistent results. I showed leadership through confidence in design ability and an unrelenting drive to produce a high standard of creative and appropriate designs.

While reporting directly to the agency CEO as **Creative Director**, I was creative lead in brainstorming meetings for campaigns and branding projects and the design lead on high-end international and domestic design projects. I worked from concept to design through to production providing feedback and direction to design and production staff.

As **Junior Graphic Designer** I designed advertising collateral and annual reports for local and regional clients and followed branding guidelines for large corporate companies. I designed unique logos and collateral for new businesses and designed ads for clients to be placed in agency owned magazine.

FREELANCE DESIGNER

CALIFORNIA, USA

2000 - 2004

I designed for a range of small clients: nonprofits, churches, schools, universities; internal designs for East Bay Medical and a local Antioch, California Starbucks.