

# RACHEL YAROS

Digital Art Direction & Brand Identity Specialist

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## Education

**Bachelor of Science** Dec. 2020  
*Marketing & Advertising Promotion  
Design Minor*

**Summa Cum Laude**  
Missouri State University, Springfield, MO  
University of Economics, Kraków, Poland

## Technical Skills

**Adobe**  
InDesign, Illustrator, Photoshop, Acrobat,  
Premiere Pro, After Effects, Lightroom

**Digital Design**  
Sketch, Figma, Procreate

**Project Management**  
Office Suite, Teams, Google Apps, Asana

**Other**  
Hand lettering, Illustration, Product and  
Event Photography

## Top Achievements

**Most Outstanding Ad Student**  
MSU College of Business 2020

**William D. Perry Marketing Scholar**  
MSU College of Business 2019

**1st Place Marketing Campaigns**  
Vivo Salons, MSU Recruitment 2020

**1st Place Product Packaging**  
Essential College Salt-Vival Pack 2019

## Design & Marketing Experience

**Art Director** 2022 - 2023

*HLK, St. Louis, Missouri | Remote*

Created compelling design that moves brands forward with each brief  
Exercised UI design skills, brought innovative solutions to campaigns,  
incorporated originality and illustrated components into work

**Art & Communications Director** 2021 - 2022

*Lakewood Property Owners Association, Lee's Summit, Missouri  
Lakewood Oaks Country Club, Lee's Summit, Missouri*

Managed company branding, art direction and overall marketing strategy  
Two monthly publications, product photography, advertiser management

**Freelancer** 2019 - 2021

*Kansas City, Missouri*

Effectively communicated clients' stories through their brand identities  
Brought innovation to my workflow; project management/website design

**Creative Design Intern** 2020

*The Vecino Group, Springfield, Missouri*

Designed national offices' branded artwork; created RFPs/presentations  
Used critical thinking and strategic direction while designing remotely

**Creative Marketing Intern** 2019

*Starlight Theatre, Kansas City, Missouri*

Independently executed environmental design throughout venue  
Worked alongside a copy writer and assisted with tech writing

## Community Engagement

**AIGA KC Board Member | Education Director** 2022

*Kansas City, Missouri*

Plan events and initiatives to further the education of design as a career

**AIGA Springfield Member** 2020

*Missouri State University, Springfield, Missouri*

Discussed industry trends and design conferences while networking

**Vice President & Member of Advertising Club** 2019 - 2020

*Missouri State University, Springfield, Missouri*

Planned events in community to promote student/professional interaction

**Executive Board of The Hibernotes A Cappella** 2016 - 2018

*Missouri State University, Springfield, Missouri*

Demonstrated leadership abilities and designed marketing materials