

Raquel Holness

GRAPHIC DESIGNER



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rnhdesign.com

DESIGN EXPERIENCE

Playfly Sports – HTS Division

Creative Services Designer

Mar 2021 – Present

- Design digital & print-based assets for various departments across the company
- Aid in creating the core visual identity of the organization
- Perform under tight deadlines while balancing multiple projects at once
- Manage & mentor Graphic Design intern

Fox Sports – HTS Division

Creative Services Designer

Jan 2020 – Mar 2021

- Create logo/brand identity for internal clients based on their needs
- Deliver effective visual communication materials for advertising pitch meetings, inclusive of presentation design, logo creation, & photo mock-ups
- Efficiently respond to feedback & revision requests

Florida Gulf Coast University Athletics Department

Assistant Graphic Designer

Sep 2017 – Aug 2019

- Design digital & print marketing material from scratch following brand guidelines
- Collaborate with design & marketing staff to develop visual language of brand
- Create material for specific events following harsh deadlines
- Adapt quickly to additions & changes in design

Jacksonville Armada Football Club

Graphic Design Intern

May 2018 – Aug 2018

- Develop visual content for the organization's social media accounts
- Create digital marketing material including website banners & splash pages
- Complete projects according to strict deadlines
- Designed new content using existing style guidelines

EDUCATION

Florida Gulf Coast University

Bachelor of Arts Degree in Art

May 2019

- Digital Media Design Concentration
- Marketing Minor

SKILLS

▪ **Adobe Creative Cloud:**
Illustrator, Photoshop, InDesign,
XD, Lightroom, After Effects,
Premiere Pro

- Wordpress
- Mac & PC Platform



INTERESTS & HOBBIES

- **Volunteering:** I adore caring for dogs at the humane society
- **Photography:** I enjoy taking photos of nature
- **Soccer:** Played competitively for 10 years
- **Traveling:** Interested in traveling abroad

ACHIEVEMENTS

- Created sales materials that resulted in Ibotta's New Orleans Pelicans Jersey Patch Sponsorship – 2020
- Graduated Magna Cum Laude – 2019
- Exhibiting designer in Bower School of Music & Arts Senior Project Exhibition – 2019
- Exhibiting designer in FGCU Digital Media Workshop Banners Project Exhibition – 2018
- Exhibiting designer in Bower School of Music & Arts 20th annual Student Juried Exhibition – 2018
- Digital Lee High School Digital Media Competition Judge – 2018