



[RACHELLEEDSIGN.COM](http://RACHELLEEDSIGN.COM)

lee.rachel2015@gmail.com | 314.915.5448

## EDUCATION

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**University of Cincinnati** | College of Design, Architecture, Art and Planning

**Bachelor of Science, Graphic Communication Design**

GRADUATED 2015

## WORK EXPERIENCE

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### Senior Designer

JULY 2016 — PRESENT

**Seek Company** | Cincinnati, OH

Serve on the in-house team of designers and storytellers to create visual deliverables that richly inform and motivate our client teams and their consumers. We bring stories to life in the mediums of film, interactive, and print to provide inspiration, clarity, and direction for innovation strategy.

### Graphic Designer

MAY 2015 — JULY 2016

**Dynamic Catholic Institute** | Erlanger, KY

Worked with an in-house design team to complete brand redesign, develop event promotions, email campaigns, book designs and layouts. Additionally, the design team supports all departments with communication pieces and internally supports the web team on the development of Dynamic Catholic's new website.

### Graphic Design

#### Intern

JAN 2014 — APR 2014

SEP 2014 — DEC 2014

**Doblin - Innovation Consultants** | Chicago, IL

Collaborated with a team of designers, and insight strategists to complete various projects aimed at helping organizations tackle their toughest business challenges. Responsibilities included secondary research, ethnographic research, concept development, innovation capabilities building, and web prototyping. Traveled independently for various projects.

### Graphic Design

#### Intern

MAY 2013 — AUG 2013

**Thrive Consulting** | Atlanta, GA

Worked with a team of designers to complete website and brand redesign, environmental design, packaging, and brand strategy.

### Design Research

#### Associate

JAN 2015 — APR 2015

MAY 2014 — AUG 2014

SEPT 2013 — DEC 2013

MAY 2012 — MAY 2013

**Live Well Collaborative** | Cincinnati, OH

Co-developed with Cincinnati Children's Hospital to develop solutions to improve patient experiences. Served as project manager for a collaborative studio around improving the air travel experience for aging flight attendants. Organized workshop sessions, aging empathy simulations, gaming exercises, and education modules.

## SKILLS & ACTIVITIES

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### Professional Skills

Adobe Acrobat, Photoshop, Illustrator, InDesign, Brand Identity, Case Study Development, Client Presentations, Competitive Benchmarking, Digital Prototyping, Ethnographic Research, Layout and Typography, Microsoft Office, Persona Development, Trend Research, User Journey Maps, User Research (Insights and Synthesis), Wireframing, Workshop Planning and Facilitation

### Publications

L. Crosby, N. Joffe, L. Dunseath, **R. Lee**, "[Design Joins the Battle Against Sickle Cell Disease](#)" Design Management and Innovation: Review Summer 2013: 48-53.