

Rebecca Phillips

Graphic Designer

Graphic designer with 6 years across brand identity, packaging, and digital campaigns. Comfortable owning a project from kickoff to print delivery and partnering with copy, marketing, and dev teams. Strongest in typography systems and brand work that needs to feel polished without losing its edge.

Contact Information



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Portland, OR 12345

Education

- BFA, Graphic Design, Pacific Northwest College of Art, 2019

Key Skills

- Adobe Illustrator, Photoshop, InDesign
- Figma, Sketch
- After Effects (basic motion)
- Brand identity systems
- Packaging and print production
- Typography and type pairing
- Pre-press and vendor coordination
- Art direction for photography
- Email and social campaign design

Professional Experience

GRAPHIC DESIGNER | FERNRIDGE GOODS CO., PORTLAND, OR | 2021 TO PRESENT
2021 – PRESENT

- Led packaging redesign for a 14-SKU pantry line that lifted Amazon click-through from 2.1% to 4.8% within two quarters.
- Built a Figma-based brand system (logo lockups, type scale, color tokens) now used by three downstream agency partners.
- Designed seasonal campaign assets across email, paid social, and OOH, hitting roughly 40+ deliverables per launch cycle.
- Art directed two product shoots alongside an external photographer, cutting outsourced retouching costs by about a third.
- Mentored a junior designer through onboarding and weekly crit sessions.

JUNIOR DESIGNER | HALVERSON CREATIVE, PORTLAND, OR | 2019 TO 2021
2019 – 2021

- Produced layouts for annual reports, pitch decks, and event collateral across 12+ B2B clients.
- Owned production art and pre-press handoff for print runs ranging from 500 to 80,000 units.
- Built motion versions of static social ads in After Effects, which clients began requesting as a default add-on.
- Maintained the studio's asset library and font licensing records.