RACHEL LARSEN
Graphic Designer & Illustrator

San Francisco Bay Area, CA | lars.angelus@gmail.com | larsangelus.wixsite.com/portfolio | linkedin.com/in/larsangelus

EXPERIENCE

Project Coordinator
Advance Marketing Mail (Jul 2023 - Sept 2024) | Martinez, CA

- Managed promotional mail campaigns for companies located nationwide
- Oversaw data workup, production schedules and delivery progress
- Worked with tight deadlines in an unpredictable and fast-paced environment
- Conducted consistent and thorough quality control checks of products and shipping methods
- Initiated and maintained communication with clients, third party vendors and production teams
- Lead coordination of freight shipping logistics for facilities in different time zones
- Documented daily routines and processes to produce a technical guidebook about the key responsibilities and common challenges of coordinating freight shipping

Marketing Advisor
Sir Speedy Printing (Nov 2020 - May 2023) | Morgan Hill, CA

- Discovered leads and created marketing campaigns using data driven analytics
- Designed graphics for promotional material using Adobe Photoshop and Illustrator
- Developed written content to complement graphics, including announcements, slogans, primary messaging and email copy
- Maintained business visibility by managing client engagement and follow-up

Teaching Assistant
Diablo Valley Community College (Sept 2018 - May 2019) | Pleasant Hill, CA

- Assisted with instruction of Graphic Design and Typography courses
- Provided support for students through technical problem solving and answering questions
- Utilized personal knowledge of Adobe Illustrator and Photoshop
- Graded student work and provided constructive feedback

PROJECTS

Digital + New Media Archive
Design Team Lead (Jan 2023 - May 2023) | San Jose State University, CA

- Organized and lead a small team in creating a virtual exhibit for university students, faculty and alumni
- Assigned roles, set project objectives, monitored site progress and delivered updates
- Created first iteration of archive and established foundational expectations for future students to build upon

Animated Short Film - "Heist"
Final Project (Aug 2022 - Dec 2022) | San Jose State University, CA

- Created short 2D animated film using Adobe Animate
- Established plot, designed characters, and developed storyboard
- Utilized peer and instructor critiques throughout creation process

PROGRAMS

Adobe Creative Suite:
- Photoshop
- Illustrator
- InDesign
- Animate

Microsoft 365:
- Word
- Excel
- Powerpoint
- Outlook

Google Workplace:
- Docs
- Sheets
- Slides
- Sites
- Forms
- Gmail

Canva

Procreate

SKILLS

Brand Design
Logo Design
Web Design
User Experience
Illustration
Animation
Typography

Marketing
Copywriting
Proofreading
Quality Control
Project Coordination
Logistic Coordination

ACHIEVEMENTS

9th Annual James O'Keefe Comic Contest
Grand Prize Runner Up (Mar 2019) | Diablo Valley Community College, CA

Kytherian Scholarship
Recipient (May 2018) | Kytherian Society of California

EDUCATION

B.A. Design Studies
Graphic Design | San Jose State University, CA

CERTIFICATIONS

Build Wireframes and Low-Fidelity Prototypes
Google (July 2025) | Coursera

Start the UX Design Process: Empathize, Define, and Ideate
Google (April 2025) | Coursera

Foundations of User Experience (UX) Design
Google (July 2022) | Coursera