

San Diego, CA

RACHEL MAXWELL

GRAPHIC DESIGNER

EDUCATION

MASTER OF BUSINESS,
MARKETING
GRAND CANYON UNIVERSITY
2016 - 2019

BACHELOR OF ARTS,
GRAPHIC DESIGN
CHICO STATE
2008 - 2013

SKILLS

- Creative Direction
- Brand Strategy, Content Systems
- Art Direction, Digital Design,
- Packaging
- E-commerce Experience Design
- Copywriting / Retail Content Strategy
- Adobe Creative Suite
- Figma, Web/UX Design
- Asset Planning + Production
- Template Building + Brand Systems
- Stakeholder Communication
- Multi-team Creative Management

FUN FACTS

- Played Collegiate Softball
- Skydiving enthusiast
- Completed a full marathon



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PROFESSIONAL SUMMARY

Creative Director with 12+ years in brand development, retail creative, and full-funnel digital content for national consumer products. Known for building strategic creative systems, directing photo/video content, and delivering high-impact packaging and e-commerce experiences for Walmart and Sam's Club. Deep experience leading multidisciplinary teams, driving creative from concept to launch, and shaping cohesive brand stories across physical and digital touchpoints.

EXPERIENCE

KRAMER DESIGN

CREATIVE DIRECTOR | 2016 TO PRESENT

Embedded Creative Director for Major National Retail Client

- Lead all creative for a multi-category furniture portfolio sold at Walmart and Sam's Club, owning strategy, execution, and delivery across 3 divisions.
- Direct art direction for photography, video, branded content, and PDP design – from concept and production to final retailer submission.
- Develop visual systems and scalable templates used across hundreds of SKUs, ensuring a cohesive brand experience online and in-store.
- Write all PDP copy and build content frameworks that drive conversion, align with retailer standards, and strengthen brand storytelling.
- Act as the primary creative partner to retailer teams, managing timelines, feedback loops, and creative approvals for all assets.

DESIGNER, SR. CONTENT MANAGER | 2013 TO PRESENT

- Lead design projects across brand identity, packaging, marketing collateral, and full website builds from wireframe to launch.
- Manage ongoing website design and content updates for key clients, shaping digital experiences and visual storytelling.
- Collaborate with cross-functional teams to develop cohesive brand systems that carry from physical packaging to digital channels.
- Balance multiple fast-paced projects while maintaining creative quality and delivering on tight timelines.

POWERHOUSE MECHANICS GEAR STORE | CO-OWNER | 2020 - 2022

- Designed, developed Apparel designs
- Managed online store using Shopify Platform
- Website design & development
- Designed and coordinated weekly email marketing campaigns
- Managed social media account and grew the following

MAXWELL CREATIVE STUDIO | FREELANCE | 2013 - PRESENT

- Design and implement brand and marketing communication materials
- Develop and design websites for local businesses to help enhance their brand and enhance their online presence.