



Rachel Levine

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Experience

AMERICAN EXPRESS

Senior UX Designer | February 2020—Present

- Refreshed the Shop Small VI to create a set of brand guidelines that pushes the boundaries of the Shop Small program to ensure we show up in a way that is modern, scalable, differentiated from our competitors; deepening brand attribution and earning OnBrand's first press nod
- Overdelivers in design and digital innovation, leading broader business units to explore a deeper relationship with OnBrand for project-based work, connecting directly to our business development goals

GRUBHUB/SEAMLESS

Art Director | August 2017—February 2020

- Planned and executed ongoing social content strategy, functioning as an in-house food stylist and photographer, assisting in the production of monthly shoots, photo editing and retouching, and building a brand-owned image library
- Collaborated with copywriters, stakeholders, product designers and enterprise brands to achieve business goals, building and maintaining brand equity through digital and print marketing campaigns

SNAPSHOT INTERACTIVE

Designer | March 2015—July 2017

- Created engaging web experiences through user research, design, and prototyping, with experience in HTML, CSS, and front-end frameworks
- Conceptualized and produced a full range of branding and print deliverables including identity development, infographics, and various marketing collateral

HOBSONS INC | CINCINNATI

Junior Designer | April 2013—March 2015

- Spearheaded the development of the Radius brand identity, Hobsons' flagship technology product
- Served as a user interface consultant to the experience design team in developing web and technology products

Education

BFA GRAPHIC DESIGN

Indiana University
Bloomington

Skills

Adobe Creative Suite
Sketch
Prototyping
Branding
Typography
Illustration
Motion Design
Digital Marketing
PowerPoint
HTML/CSS

Activities & Interests

Oil painting
Self-drafted sewing projects
Prestige television
Avoiding exercise
Reading