

Rachel Wescott | Creative Art Director & Graphic Designer

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Creative problem solver experienced leading brand design, integrated campaigns, and design systems across SaaS, healthcare, B2B, and retail industries. Adept at turning complex ideas into clear, engaging visual storytelling that drives both awareness and performance. Proven success in leading high-performing teams, building scalable design processes, and delivering results across digital, social, video and print channels. Equally comfortable setting strategic vision or rolling up sleeves to bring bold, human-centered ideas to life.

Experience

ITG Americas – London, UK
Art Director

November 2022 - July 2025
(remote)

- Oversight of digital creative teams consisting of 4-6 designers and 2 direct reports, including project assignment and monitoring, addressing customer changes and feedback as well as management of satisfactory client feedback.
- 16% increase of in-store vaccine appointments for Rite Aid with campaigns for Flu, Vaccines, Covid and Vax Facts across retail, social and email.
- Rite Aid bankruptcy re-emergence campaign: 360 campaign for social, e-commerce, email and PR including digital OOH billboards for Times Square media buy.
- Refreshery! Rite Aid beverage brand launch. Social, digital and email launch campaign for Rite Aid's owned beverage brand. Gained 5% in-store market share in retail stores for Q3 2024.
- Improved landing page and email deployment process by 30% for Sunbelt Rentals with design of new Figma digital ecosystem for Marketo.
- Launched Mercury Financial's Shop with Points loyalty program with Amazon.com resulting 25% increase per quarter, each quarter, in program enrollment with social and email nurture campaign achieving 4.7/5 stars on Amazon.com.

Evoke Kyne, Philadelphia, PA
Creative Director (contract)

October 2022 - November 2022
(remote)

- Multi-project consultant for healthcare and bio-tech clients: AstraZeneca, BioCryst, EQRx, Janssen, Novartis, Regeneron and Rocket Pharma.
- Designed and consulted social campaigns, infographics, video assets and print materials under established brands.
- Developed wireframes, UX, and microsite design for AstraZeneca.
- Expanded Janssen HIV awareness campaign to social media.

Lucidworks, San Francisco, CA
Creative Director

May 2021 - September 2022
(remote)

- Led creative rebrand of Lucidworks, across all internal and external touchpoints: brand, website, print, digital, social, email, social media and tradeshows for over 2000+ assets.
- In charge of quarterly \$50k video freelance agency budget, driving creative for explainer videos.
- Helped shape and execute campaigns that clarified brand voice and elevated awareness driving 11.32% increase in website users, 13.37% increase in new users, 7.05% increase in sessions, 10.57% increase in page views, 76.78% in e-book downloads, and 166.67% increase in event registrations.
- Built and marketed SaaS B2B campaigns, event pages and webinars cross-collaborating with internal business units to drive TOF and MOF leads.
- 1500+ leads generated with targeted ABM in paid B2B channels increasing sales enablement, resulting in 23% increase in lead-gen conversion.
- \$90k+ revenue generated via "Get Your S**rch Together" paid campaign onboarding 3 new customers in less than 3 months.

Trellist Marketing & Technology, Wilmington, DE
Art Director (Creative Leadership)

January 2016 - May 2021

- Creative design and art direction in a highly collaborative environment for B2B and B2C clients in from concept to completion.
- MTF Biologics rebrand included marketing strategy, naming, tissue and product branding, tradeshow design, marketing, social media, product brochures, sell sheets, catalogs, case studies, website and landing pages.
- Concepted and designed UI and UX flow for Everything But Water's internal e-commerce app increasing purchasing efficiency by 30%.
- Clients: Bank of America, Ashland Chemicals, Baker Hughes, Chemours, Coriell Life Sciences, Corteva Agriscience, Delaware Symphony Orchestra, DuPont, Ellemera, Kraton, MTF Biologics, NIIMBL, Seven Hills Cannabis, and TechData.

Experience (cont.)

Capital One, Wilmington, DE
Art Director (contract)

October 2013 - December 2016

- Art directed internal and external marketing for Capital One Bank, Capital One 360 and Capital One Cafés working cross-functionally across the business for web, email, direct mail, paid and organic ads and retail bank campaigns.
- Owned and designed the Capital One 360 Brand and Specification guides.
- Developed acquisition and lead-gen landing pages driving an increased conversion rate 200% over projected results and 600+ new accounts.
- Contributed to the Capital One Cafe launch, building landing page UI, coordinating cafe photoshoot across 7 cities.

The Media and Marketing Group, Voorhees, NJ
Art Director

February 2008 - October 2013

- Art directed internal and external marketing for Caesars, Harrah's, Mohegan Sun at Pocono Downs, Planet Hollywood, Total Rewards, Seven Stars, and Seneca Gaming corporation.
- Drove increased customer retention for Caesar's Total Rewards loyalty program and high-roller Seven Stars program.
- Managed a team of 6-8 designers, production artists and freelancers.
- Seneca Gaming Corporation rebrand drove significant increase in revenue leading to opening 3rd location in Buffalo, NY.
- AGA Communications Award - Best Direct Mail: Seven Stars Renewal Book, Best Direct Mail Campaign: Atlantic City New Business Mailers

Education

Art Institute of Philadelphia
Philadelphia, PA
Bachelor of Science, Graphic Design, 2006

Art Institute of Philadelphia
Philadelphia, PA
Associate of Science, Graphic Design, 2002

Technical Skills

Adobe CC Suite

Photoshop, Illustrator, InDesign, Acrobat, XD, Premiere Pro, After Effects

Email Marketing

Behiiv, Mailchimp, Marketo

Microsoft Office

Word, Excel, PowerPoint, Outlook, Teams

Presentation Design

Google Slides, Keynote, PowerPoint

Project Management

Asana, Basecamp, Jira, Smartsheet, Trello

Web Design & UI

Figma, Wordpress

Generative AI Tools

Adobe Firefly, Midjourney, Chat GPT

Communication

Teams, Slack, Zoom

Soft Skills

Campaign and Concept Development, Cross-channel Design, Visual Identity Systems, Brand Storytelling, Creative Strategy, Content Calendars, Stakeholder Communication, Project Management, Print Proofing, Leadership and Mentoring

Campaign Development

Print ads (magazines, newspapers, out-of-home)

Digital banner ads (static, animated)

Email campaigns (templates, custom design)

Social media ads (Instagram, Facebook, LinkedIn, Pinterest)

Brand identity assets, campaign toolkits and style guides

Simple motion graphics and animations

Event signage and environmental graphics

In-store signage and shelf talkers

Packaging and promotional items

Infographics and data visualization

Storyboards for animation and video

Photography art direction