

# Graphic design CV by Rachel Twist

*Dynamic designer delivering  
innovative solutions*

## CONNECT

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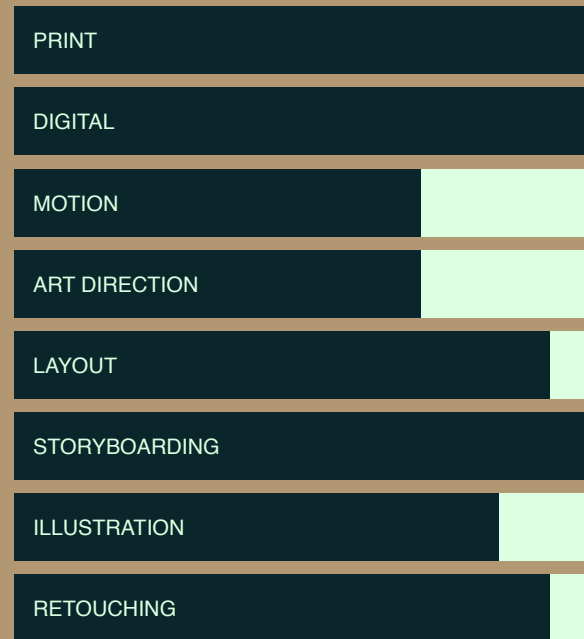
With initials appropriately sounding like Arty, Rachel Twist has been a Graphic Designer since 2009.

*Understand  
Interpret  
Concept  
Refine  
Manage*

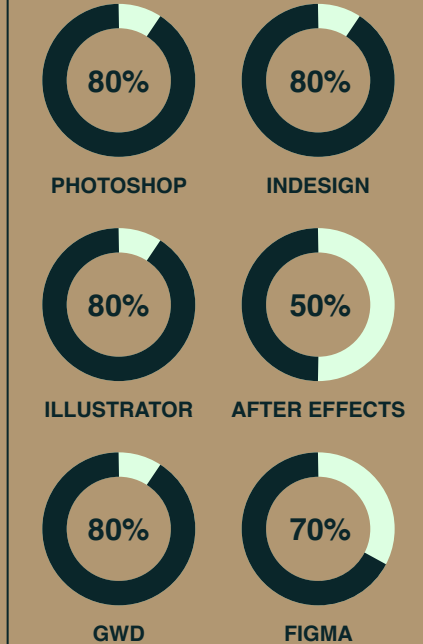
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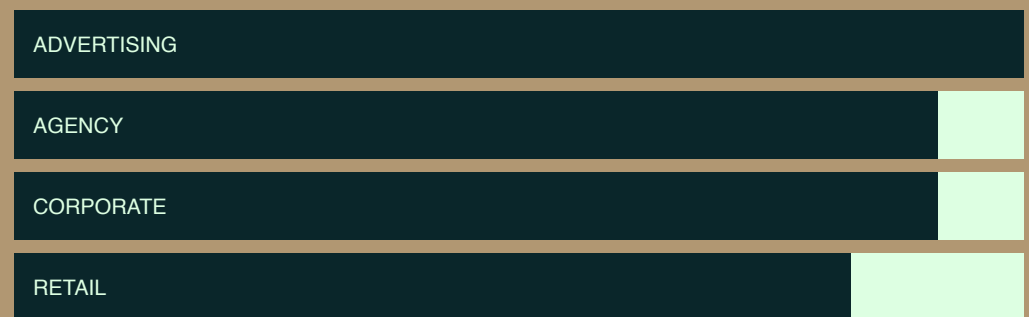
# Skills



# Tools



# Industries



# 20

An expert in understanding good design, a proven problem solver with a 'can do' attitude.

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# 12

**OKA**  
London

As a Graphic Designer at OKA, I was responsible for maintaining the brand's luxurious aesthetic across all multi-channel creative assets. I conceptualised and executed layouts for seasonal lookbooks, flyers, POS, window decals, and interior design presentations.

In the digital realm, I created and built engaging EDMs, designed on-site banners, and crafted eye-catching affiliate GIFs.

Additionally, I provided creative direction during photoshoots to ensure the brand's visual identity was consistently represented.

# 14

**Laura Ashley**  
Melbourne

I worked as a Graphic Designer for a renowned British textile design company. I was solely responsible for the design and production of their 2015 Home catalogue. This included conceptualising layout designs for editorial spreads and directory pages, as well as executing image retouching and typography.

# 14

**Gotham**  
Sydney

I worked on projects for a major client, Commonwealth Bank, a multinational financial institution with operations across Australia, New Zealand, Asia, the United States, and the United Kingdom.

My role involved adhering to strict brand guidelines to execute both print and digital design materials. For print, I designed press advertisements, brochures, flyers, posters, signage, and wayfinding systems. In the digital realm, I created onsite graphics, animated banners, and email marketing campaigns.

# 16

**Freelance**  
Sydney and  
Auckland

Working as a freelance designer, I had the privilege of working with renowned brands such as UNICEF, Cancer Council, Petbarn, Gilbert + Tobin, Sheridan, Dan Murphy's, Burger King, and Contact Energy.

My work encompassed a wide range of design projects, from digital marketing materials to print collateral. I had the opportunity to:

Design and execute impactful direct mail, email, and social media campaigns. Develop eye-catching digital banners and emails to drive engagement. Create elegant and sophisticated designs for invitations and exclusive product labels. As well as designing digital assets for campaigns and in-store promotions, impactful digital billboards, engaging EDMs, onsite banners, and retouched imagery.

# 19-

**Saatchi & Saatchi**  
Auckland

I had the privilege of working with renowned brands such as Toyota, Lexus, Z Energy, Chorus, Heineken, Tourism NZ, Tourism Fiji, My Food Bag, and Westpac.

My responsibilities included developing visually captivating designs for a wide range of media, including social media, web pages, eDMs, OOH billboards, brochures, flyers, POS materials, decals, and retouched imagery. I collaborated with cross-functional teams, including copywriters, art directors, and account managers, to ensure timely and budget-conscious delivery of high-quality design assets.

During my time here I expanded my skill set to include motion graphics and HTML builds. I also actively mentored junior designers, fostering a creative and innovative team environment.