

Rachel Reynolds

GRAPHIC DESIGN

Thanks for taking the time to check out my design portfolio - it truly means so much! I've been creating all my life and earned my BFA in Graphic Design in 2015, and haven't stopped exploring new mediums since. Whether it be hand-drawn illustrations or crisp typography, my goal is to create connections with others via design.

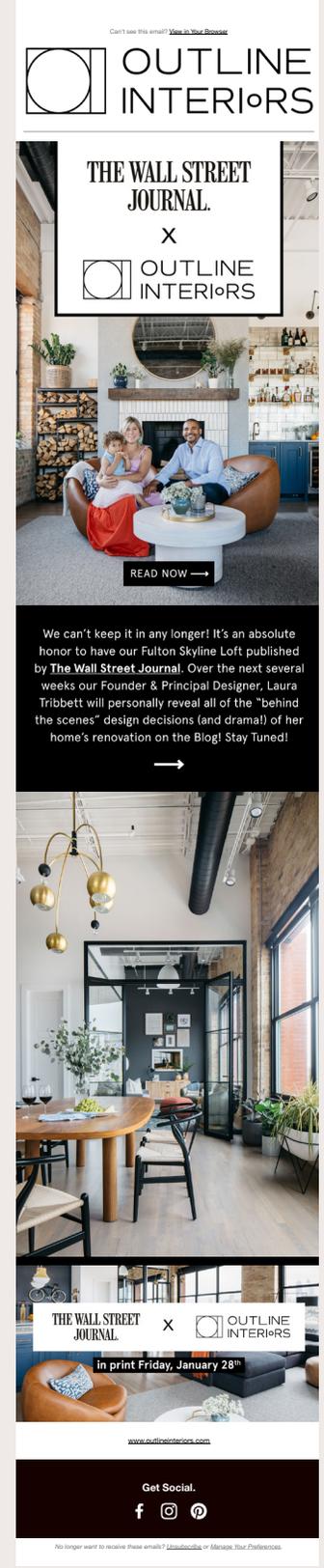
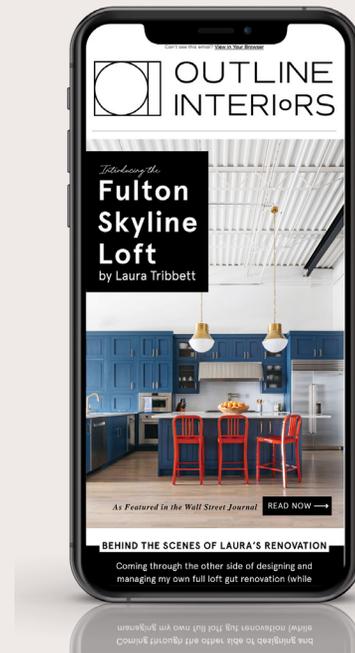
Let's take a look!

Outline Interiors

Outline Interiors (OI) is a full-service luxury Interior Design firm based in Chicago's West Loop. The OI brand is both chic and approachable. While working with Outline Interiors, I wrote copy and designed several email campaigns using Klaviyo to promote important projects (like this one featured in The Wall Street Journal), while also increasing website traffic.

Deliverables: Email Campaigns

Tools: InDesign, Illustrator, Klaviyo

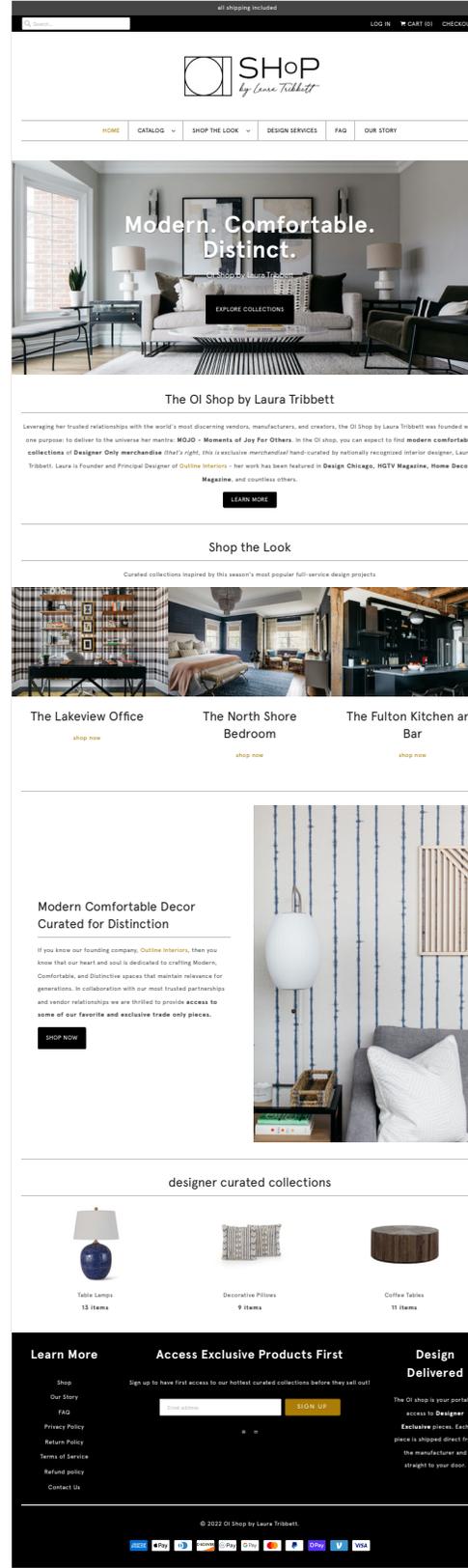


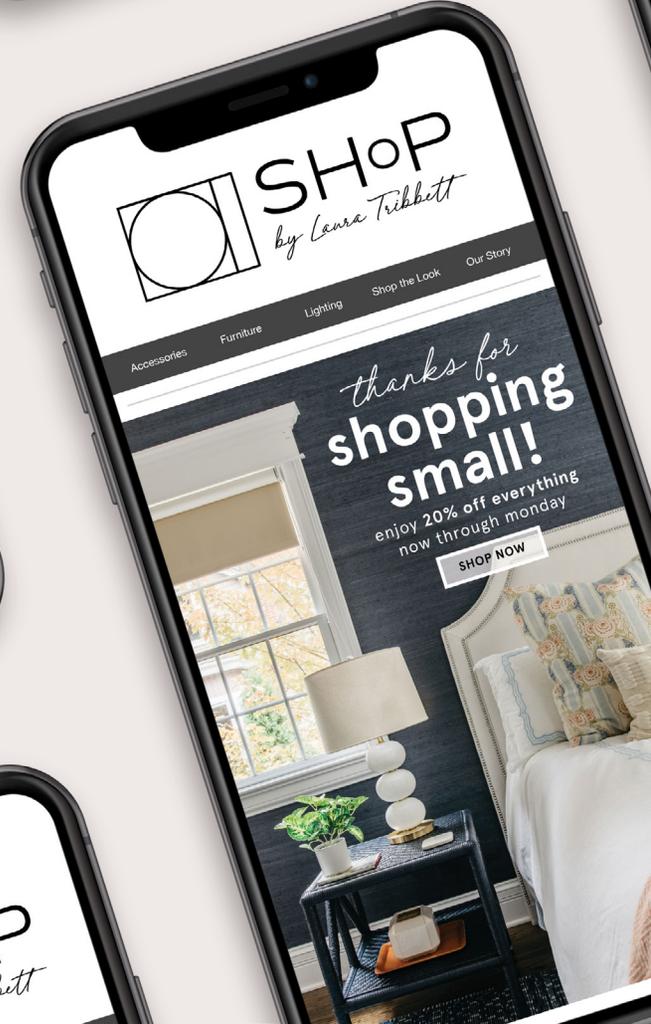
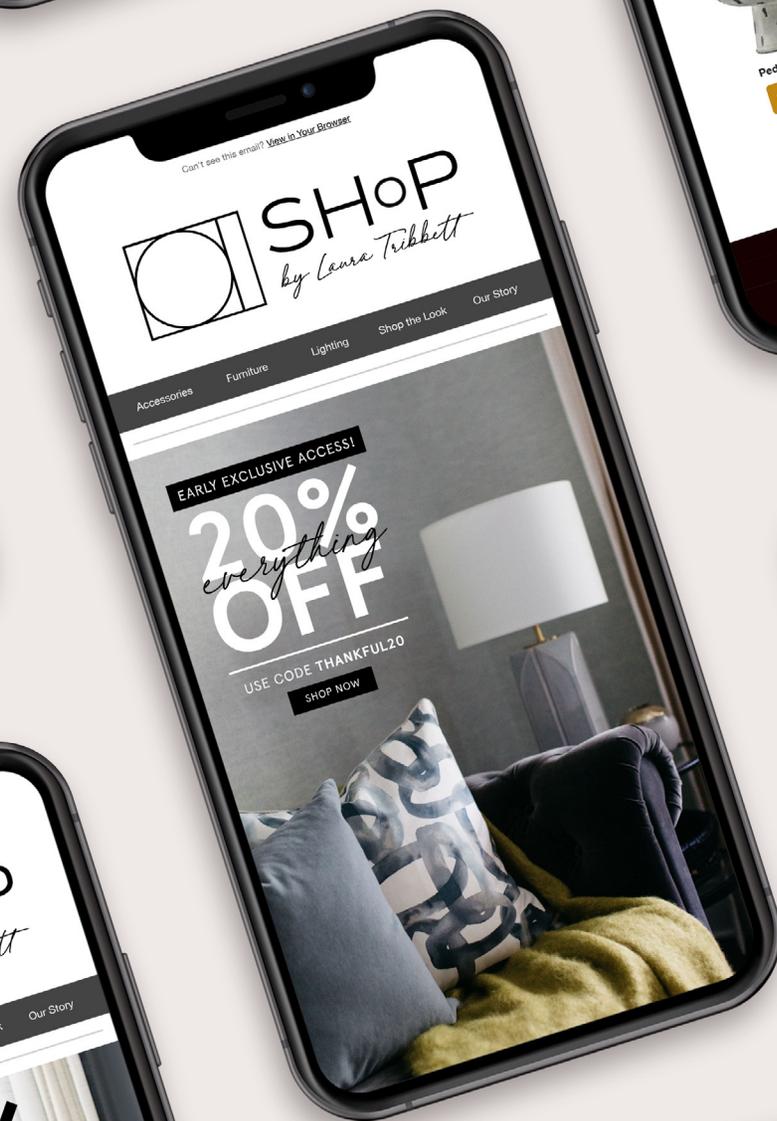
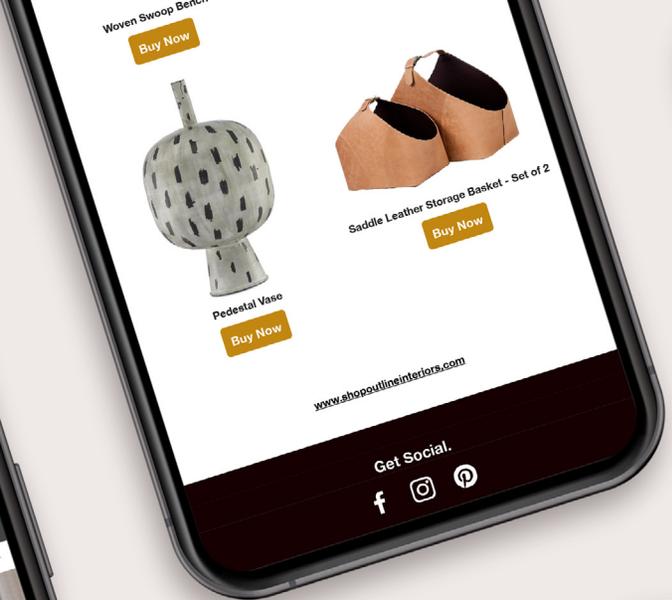
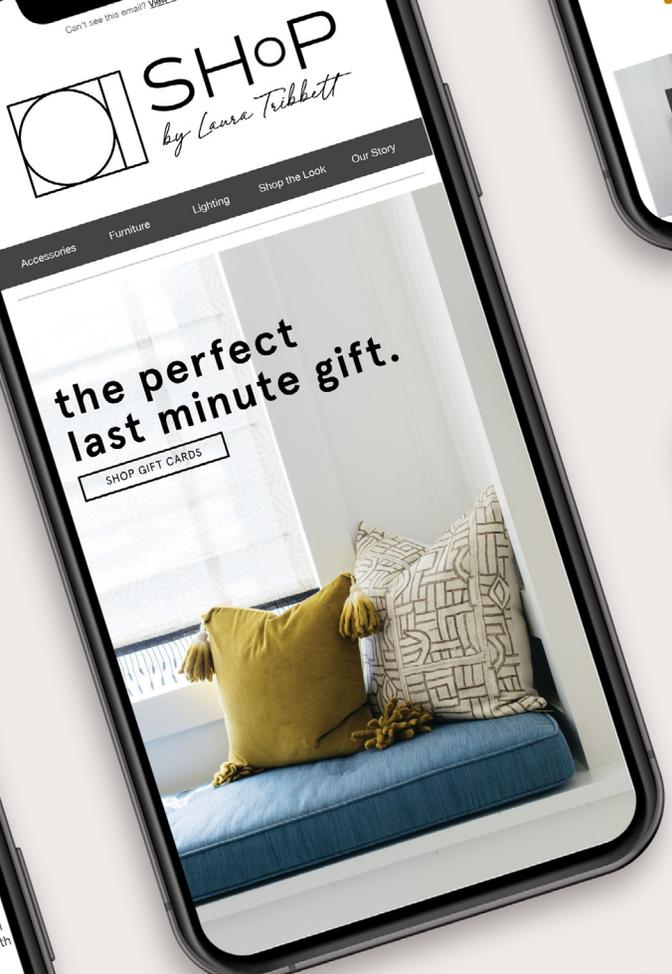
The OI Shop

The OI Shop is a sister company to Outline Interiors, and is a high-end Interior Design shop featuring designer-curated furniture and home accessories. I designed the logo to compliment the original OI logo and then created the website and marketing materials. Keeping the brand tasteful, clean, and approachable - I wrote copy for and designed the new Shopify Website, Email Campaigns, and Social Media posts.

Deliverables: Website, Social Media Promotions, Email Campaigns

Tools: Shopify, InDesign, Klaviyo

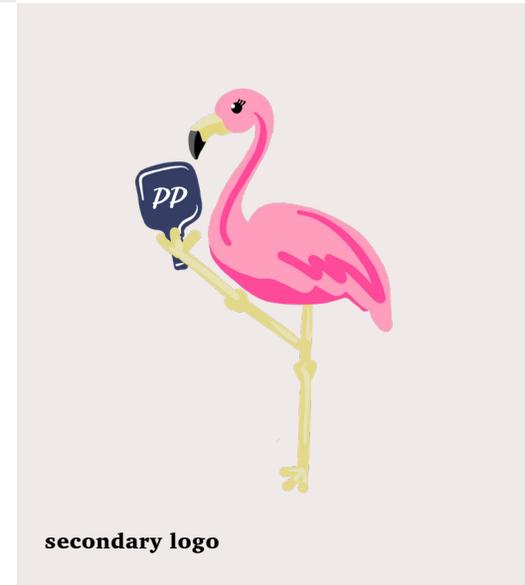




Pretty Picklers

Pretty Picklers is a team that promotes fun and inclusivity through the sport of Pickleball! My client started Pretty Picklers a few years ago and it has grown leaps and bounds. They needed a fun logo and mascot to celebrate their success! They wanted something that was colorful, whimsical, and beachy. We decided to use a flamingo for the mascot and pair it with a fun and bright color scheme. The flamingos are hand-drawn and complemented with a whimsy font, and can now be found on an entire line of merchandise.

Deliverables: Logo, Secondary Logo, Color Scheme
Tools: Adobe Fresco, Illustrator



	pickle pink c: 0% y: 2% m: 85% k: 0%
	backswing blue c: 89% y: 35% m: 80% k: 23%
	flamingo pink c: 0% y: 4% m: 49% k: 0%
	champion chartreuse c: 13% y: 63% m: 9% k: 0%

TKC

The Kirkland Company, better known as TKC, is one of the largest multifamily brokerage firms in the Southeast. When I started working with TKC they were primarily known only as a Nashville based firm, even though they had expanded their business to 8 different states in the Southeast. It was time for a brand revamp! By designing bold new Packaging, Case Studies, and Mailers - we were definitely able to get the message across.

Deliverables: Postcards, Case Studies, Flyers, Packaging

Tools: InDesign, Photoshop, Packlane



Bachelorette Logo

What bride wouldn't want their own logo for their bachelorette party? For this Rose Soiree, we wanted the vibes to be playful and chic. This aesthetic was achieved by mixing hand-lettering and hand-drawn roses with a classic serif font. The itinerary and details pages are complemented with a hand-drawn skyline and florals, sized perfectly for guests to screenshot and reference.



Deliverables: Logo, Itinerary, Merchandise Design

Tools: Adobe Fresco, Illustrator, InDesign

Illustrations

Over the years, I have created several illustrations to complement my design work. Anything from pets to people to landscapes, I have found that these add an elevated and personalized touch to a variety of deliverables.



Deliverables: Event Signage, Merchandise, Keepsakes

Tools: Adobe Fresco, Illustrator, InDesign

Thanks for checking out my graphic design portfolio!

Let's connect:

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Thank you!

Rachel