RACHEL FRENCHMAN

Graphic Design & Art Direction

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EXPERIENCE

Freelance Designer | Columbia Records
September 2025 – Present
Produced designs for artists across digital and marketing campaigns. Created brand partnership presentations aligned with each artist's album cycle translating concepts into cohesive, on-brand visual narratives.

Junior Graphic Designer | LA28 Olympic & Paralympic Games
September 2026 – Present
Created presentations, publications, reports, and digital collateral. Refined templates and prepared production-ready assets. Maintained organized files and brand consistency.

Creative Intern Universal Music Group | Republic Collective
June – August 2026
Designed vinyl and CD packaging, including labels, inserts, and production-ready packaging layouts. Created photo composites and produced Apple Motion video cutdowns for social media. Developed physical and digital creative assets for artists' album and single campaign rollouts. Contributed to projects for Gotye, Wicked: The Complete Soundtrack, Ayra Starr, and more.

Design Intern | NEXT GEN·TEAM (Formerly Wasserman)
January - April 2026
Designed marketing assets including decks, merchandise, and social media content in collaboration with creative teams. Created on-brand visuals within established design systems for clients such as Amazon, Google and Grubhub.

Creative Intern Sony Music | Columbia Records
May – August 2025
Designed Ella Langley's "Dandelion" album logo & artist logo for her record-setting Billboard No. 1 Album campaign. Created digital and out-of-home assets for artists across Columbia's roster, including photo retouching and asset adaptation for streaming and press platforms. Contributed to projects for Addison Rae, Dove Cameron, Leon Bridges and more.

Strike Magazine Gainesville
Creative Director | June 2024 – May 2025
Conceptualized and executed *Strike Magazine* Gainesville's brand identity and visual direction across print, digital, and advertising for Issue 13 & 14, including the production and image editing of high-fashion editorial photoshoots. Led 60+ creatives across 7 teams to create and execute a cohesive product.

Design Director | July 2023 – June 2024
Designed layout, graphics and promo materials for social media as well as merchandise. Directed assistant designers in collaboration with creative, external, and editorial teams on concept, design, and execution of projects.

Graphic Design Intern | BrandStar Digital
May 2024 – August 2024
Developed social and digital ad assets for B2B and consumer audiences across multiple platforms, along with brand decks.

EDUCATION

Bachelor of Fine Arts In Graphic Design
University of Florida | Summa Cum Laude
Minor in Mass Communication Studies

SKILLS

Adobe Suite
Photoshop
Illustrator
InDesign
Premiere Pro
After Effects
Audition
Dimension
Bridge
Lightroom
Firefly

Photography Gear & Programs
Canon EOS R3
Canon EOS-1D X Mark II
Minolta Freedom 90EX
FujiFilm TX3
Sidearm
PhotoShelter
Photo Mechanic

Other Software
Figma
Womp
Canva
Microsoft Office Suite
Social Media Platforms

CERTIFICATIONS

Digital Advertising Certified
HubSpot
Microsoft Office Specalist Certified
Word, PowerPoint and Excel
Adobe Certified Visual Design
Adobe Photoshop