


RACHEL SALOIO

www.RachelSaloi.com 

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Rachel@RachelSaloi.com 

(413) 519-5257 

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Adobe Sketch
Procreate
Microsoft PowerPoint
Microsoft Excel
Microsoft Word
Concept Design
Art Direction
Project Management
UX, UI
Photography
Typography
Iconography
Social Media Management
Merchandising

PRO BONO

Royal Family Kids Camp
August 2016 -Present
Staff Assistant

New York City Rescue Mission
January 2018-May 2018
Kitchen Assistant

Hillsong New York City
April 2017-May 2018, April-December 2019
Host, Art Team, IT Team

SHINE
2013-2019
Assist with signage and graphics

EDUCATION

Lesley University, Cambridge, MA
September 2005 - May 2008

Art Institute of Boston, Boston, MA
September 2005 - May 2008

Bachelor of Fine Arts,
Joint Degree Program

Major in Fine Arts,
Minor in Art History

EXPERIENCE

PRODUCTION DESIGNER *Kiehl's Since 1851*

November 2019 - Present

- Design for store fixtures including displays for Ulta, Sephora, Macy's, Dillards & Kiehl's stores
- Large scale design & production including sign fleets intended for all Kiehl's US and Global locations
- Large scale signage including murals, window decals, stained glass and mosaics
- Wallpaper design
- Mailers, digital banners, icon design, presentation design, graphics for pop-up displays
- Specialty graphics for unique/ "one-off" scenarios

DESIGNER | ILLUSTRATOR | ARTIST www.RachelSaloi.com

May 2008 - Present

DESIGN:

- Social media & digital assets
- Style guides, website design & branding
- Menu design
- Photography & photo retouching
- Product styling
- Large scale murals and chalk art
- Email Design

COMMUNICATION & MANAGEMENT:

- Contract writing
- Organization of all inventory, tools, files and collateral
- Coordinating with printers and vendors
- Communication of all timelines and budgets to clients
- Ensure proper installation and/or delivery

GRAPHIC DESIGNER *Juice Generation*

New York City | January 2019 - November 2019

DESIGN:

- UX, UI and style guide for mobile app
- Web design
- Package design
- Product photography
- Product styling
- Photo retouching and editing
- Menu design
- Digital banners and thumbnails for website
- Email Design

COMMUNICATION & MANAGEMENT:

- Liaison between developers, finance team and CEO for mobile app design
- Organization of all quotes, purchase orders, proofs and deliveries from printers
- Project management: managed and coordinated chalkboard installation between CEO, artists, district managers and maintenance team
- Product display signs
- Exterior signage for landmarked buildings: communicated with building, Architect and CEO

GRAPHIC ARTIST & CREATIVE LEAD *Whole Foods Market*

North Atlantic Region & Northeast Region | August 2015 - July 2018

DESIGN & PRINT:

- Assets for social media, website and online event pages
- Way finding, map and navigation design
- Assisted with designing new Amazon sign package
- Menus, banner and event signage.
- Custom large scale signs for various textures, shapes, surfaces and temperatures
- Photography and photo retouching
- Hand Lettered signs

COMMUNICATION & MANAGEMENT:

- Created systems for large scale production
- Ensured all projects fit within brand standards and design toolkits
- Coordinated with print and decor vendors
- Liaison between store leadership and regional marketing
- Trained incoming Graphic Artists
- Merchandising
- Installed and assembled work in addition to creating it