

# RACHEL STEVENS

TRUSTED CREATIVE & SENIOR DESIGN LEADER | HIGH-IMPACT BRAND STORYTELLER & CROSS-FUNCTIONAL COLLABORATOR

## PROFILE

Accomplished senior designer and hands-on creative storyteller with a proven track record of shaping bold strategies, enhancing the customer journey, crafting visually compelling stories with data, and inspiring cross-functional teams to produce breakthrough thinking & work that position brands for maximum performance.

- Lifelong student of human behavior passionate about making the complex simple, guiding audiences using captivating storytelling, and aligning vision, strategy, resources, and technology to spark creativity and drive results.
- Seeking to impact a world-class, forward-thinking organization — playing a key role in building its brand voice, expanding its reach, and shaping its impact on the world.

## PROFESSIONAL EXPERIENCE

### Arcadis

#### Sr. Designer | 2019 – Present

Promoted for the fifth time in the global design & engineering firm's Marketing organization — growing in responsibility across different company acquisitions to serve as a regional & global brand protector within the creative and content teams.

- Approached to play a key role in major global brand audit and overhaul effort — collaborating with stakeholders across the business to deliver a consistent brand identity, iconography, illustration styles, and training for internal & external communications.
- Tasked with creatively developing a more engaging website experience — utilizing Ceros, UI best practices, and training to present and globally rollout a vast array of data in responsive, easy-to-digest ways across all platforms.
- Worked closely with leadership to identify gaps within the COVID-19 event environment — pivoting to virtual experiences to enable business continuity while expanding usage of graphic recording to accelerate engagement and comprehension.

### Arcadis

#### Digital Designer | 2017 – 2019

Promoted to play a key role in elevating the company's digital marketing experience — helping refine the customer journey, personas, and competitive intelligence and delivering a reimaged app to support business goals.

- Built an application measurement infrastructure using Adobe Analytics — establishing analytics and detailed reporting to streamline process, improve quality of content, and drive engagement.
- Worked across the company to create an ongoing stream of relevant content — launching 50 content assets and introducing techniques like graphic recording to improve the experience.
- Facilitated training on best practices for content creation and working within the Adobe Experience Manager platform — building numerous interface templates, standardizing article creation, and elevating app experience & maintenance.
- Directed joint team presentation standardization initiative — delivering a library of PowerPoint templates, prebuilt graphics, color swatches, and iconography to drive efficiency and enhance audience experience across the globe.

## AREAS OF EXPERTISE

### Strategy & Planning

Creative Ideation • Positioning & Architecture • Brand Identity • Workshoping

### Design, Execution, & Storytelling

Content, Digital, & Experiential Design • Cross-Channel Planning & Production • Real-time Illustration • Infographics • Presentations

### User-Centered Experience Design

UX / UI • IA / Wireframing • Rapid Prototyping

### Insight-Driven Decision Making

Research • Competitive Analysis • Usability Testing

### Creative Operations

Scope & Resource Planning • Process Optimization

### Cross-Functional Leadership

Team Building • Talent Coaching & Mentoring • Stakeholder Consulting & Guidance • Navigating Matrixed Organizations

## KEY QUALIFICATIONS

### Out-of-the-Box Thinker

Creative alchemist with a keen eye for extracting the signal from the noise — identifying patterns, extracting insights, and extrapolating game-changing strategies for diverse projects.

### Dynamic Visual Storyteller

Master problem-solver skilled at weaving UX, data, color theory, typography, design aesthetic, imagery, motion, and messaging into emotionally charged, wholly engaging creative executions that delight customers.

### Bridge Builder

Strategic and articulate collaborator effective at bridging the gap between stakeholders — coaching & empowering them to think critically, challenge conventions, make the complex simple, and reliably produce results.

### Success Architect

Proven thought partner and advisor adept at collaborating with the C-suite to align teams, resources, and strategies around a common vision to propel the business forward.

### Grace Under Pressure

Seasoned brand advocate with a strong bias for action who thrives in owning and driving simultaneous projects to successful conclusions — with grit, determination, and a smile.

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## PROFESSIONAL EXPERIENCE | continued

### Arcadis

#### Visual Communications Lead | 2012 – 2017

Promoted into an expanded creative role to build an in-house content production studio — producing numerous interview & animation-based assets for internal marketing initiatives while simultaneously driving critical digital & experiential projects.

- Key collaborator in developing a presentation on urban climate impact for the United Nations — bringing much-needed global attention to the preemptive steps cities can take to improve urban resilience around the globe.
- Partnered with Corporate Real Estate to reimagine the division's brand aesthetic for new corporate spaces — delivering an expansive menu of custom photographic assets, artwork, and wall decor and transforming office environments across the US.
- Approached by the Digital Creative Team Manager to assume additional responsibilities — providing extensive training & oversight for the digital team.

### Arcadis

#### Graphic Designer | 2009 – 2012

During its acquisition of Malcolm Pirnie, approached to join the 27,000-member sustainable design & engineering consultancy's Marketing & Communications team — playing a key role in modernizing the brand's collateral and in-person experience.

- Served as a close strategic partner to the national sales team and executive leadership — helping pitch & land several multi-million-dollar contracts with Tier 1 clients while collaborating with global leadership to produce keynote addresses.

### Malcolm Pirnie • *Acquired by Arcadis*

#### Designer — Marketing & Sales Enablement | 2006 – 2009

After its acquisition of IUG, tapped by the leading water engineering consultancy to join its Marketing & Sales Enablement team — proving value as the go-to design partner for leadership in planning & producing executive presentations, events, and sales activities.

- Played a key role in rethinking the brand's design aesthetic for collateral, sales material, and presentations — implementing a template-driven framework for the design team to scale & manage an increased volume of projects.

### Integrated Utilities Group • *Acquired by Malcolm Pirnie*

#### Graphic Designer / Executive Support | 2002 – 2006

Referred into the boutique water & wastewater-focused economics firm to serve in a multifaceted support capacity — working alongside the CEO in running all day-to-day projects & tasks while cultivating an optimal environment for channeling creativity and focus.

- Stepped up as a key resource for graphic design and sales enablement — orchestrating & cross-functionally steering numerous high-priority marketing, website, presentation, and event initiatives.

## OTHER EXPERIENCE

### Graphic Recording Services

Provide real-time visual recording at live events on a freelance basis — creatively synthesizing concepts through illustration.

### Visual Arts Custom Framing

While in college, opened, owned, and operated a custom framing retail business — garnering valuable experience in taking an idea from concept into reality and success.

## BOARD EXPERIENCE

### Larkspur Water & Sewer Board

Chairman of the Board | 2021 – Present

## TECHNICAL SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Premiere Pro, Bridge, Acrobat Pro, Animate), Figma, Procreate, Ceros, Microsoft Office (Word, PowerPoint), Apple iWork (Pages, Keynote), Prezi

## THOUGHT LEADERSHIP

### Drawing to Remember Worksession

You Unstoppable You Conference | 2019

## RECENT TRAINING

### Google UX Design

#### Professional Certificate

Coursera | In Process

## EDUCATION

### Marketing Week Mini MBA

CPD accredited course in Brand Management

### Santa Fe Community College

Associate of Science in  
Graphic Design Technology

### The University of Florida

3 Years of Full-time Coursework Toward Bachelor  
of Arts in Art History

### Santa Fe Community College

Associate of Arts in Fine Arts