



# Rachel Matthews

Creative strategist and designer with a passion for understanding how people move through spaces, interact with each other, and experience the world around them.

## CONTACT

918.645.4066  
rachelmatthewsdesign.com  
rachelmatthewsdesign@gmail.com  
Austin, TX

## EDUCATION

### **Corcoran School of the Arts and Design**

**MA Exhibition Design**  
Exhibition Designer, Design Corps  
August 2016 - May 2018

### **Trinity University**

**BA Studio Art, Sociology**  
Baker Duncan Fine Arts Scholar  
President, Trinity Arts Collective  
August 2009 - May 2012

## ASSOCIATION

**SEGD, Society for Experiential Graphic Design**  
August 2016 - December 2018

## SKILLS

**Graphic Design:** Adobe Illustrator, Photoshop, InDesign

**3D Design:** Vectorworks, Sketchup, AutoCAD, Rendering, Floor Plans, Elevations, Architectural Model Making

**UX Design:** Adobe XD, User Flow Charts, Wireframes, Prototyping

**Experience Strategy:** Research, Interpretive Goals, Personas, Journey Maps, Content Development, Copywriting

**Language:** French

## EXPERIENCE

### **George P Johnson Experience Marketing** **Experience Strategist**

June 2019 - Present

- + Establishes goals, strategies, narratives, attendee journeys and copywriting for large-scale IBM events and experiences
- + Works closely with the creative team to concept, design and present to clients
- + Collaborates to create digital activations that scale to educate and inspire audiences around the globe

### **Rachel Matthews Design** **Creative Strategist and Designer**

August 2016 - May 2019

- + Provided design strategy for events and tradeshow with Hargrove Experience Responsibilities included research, audience goals and strategies, attendee journey, graphic elevations, and art direction
- + Designed graphics and retail display strategy for MAGIC Architecture

### **Frontrunner Productions**

#### **VR Associate, *Came y Arena***

September 2018 - November 2018

- + Facilitated visitor experience in support of top-of-the-line VR equipment for Alejandro González Iñárritu's groundbreaking VR experience

### **Smithsonian American Art Museum and Renwick Gallery**

#### **Advanced Level Design Intern**

August 2017 - May 2018

- + Strategized with core team to determine visitor flow, signage, and location of personnel for *No Spectators: The Art of Burning Man*
- + Redesigned SAAM lobby and office to reflect a more cohesive brand identity and streamlined wayfinding system
- + Adapted elevations and floor plans to Sketchup renderings for *Between Worlds: The Art of Bill Taylor* and Tiffany Chung: Past is Prologue

### **HCL Art Consultancy**

#### **Special Projects Manager**

January 2016 - August 2016

- + Researched, organized, and designed Keynote presentations for Dr. Lawson to present at museums, universities and businesses
- + Assisted with layout and installation of exhibitions, including *The Sketches of William R. Leigh* at Gilcrease Museum

### **Equinox Gallery**

#### **Gallery Manager, Exhibition Designer**

May 2013 - November 2016

- + Managed, designed, and installed 9 exhibitions of local, national, and international studio jewelers
- + Designed new studio and exhibition space
- + Managed and merchandised 20 studio jewelers

### **Trinity University**

#### **Adjunct Faculty, Art Curatorial Assistant**

December 2014 - November 2015

- + Founded, designed, and taught experiential learning course in exhibition development, resulting in 4 exhibitions in the library and student center
- + Featured student, alumni, and local artists, strengthening ties between Trinity students and the San Antonio arts community

#### **Program Assistant, Mellon Initiative for Research in the Arts and Humanities**

February 2013 - November 2014

- + Provided arts expertise to build foundation of undergraduate research programs, managing \$800,000 grant-funded budget and designing arts and humanities lab
- + Served as student and faculty liaison for research community