

RACHEL MATTHEWS

STORYTELLING X DESIGN

CONTACT

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EDUCATION/ASSOCIATIONS

Corcoran School of the Arts and Design
MA Exhibition Design
August 2016 - May 2018
Starr Foundation Fellowship
Distinguished Scholar Award, Nominated Design Corps

Trinity University
BA Studio Art, Sociology
August 2009 - May 2012
Baker Duncan Art Scholarship

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

SKILLS

Strategy: Research, Goals and Strategies, Persona Development, Copywriting, Journey Maps

Graphic Design: Adobe Illustrator, Photoshop, InDesign

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

Presentation Design: Keynote, Powerpoint

Language: French

EXPERIENCE

George P Johnson Experience Marketing **Experience Strategist**

June 2019 - Present

- + Establishes goals and strategies, conceptual narratives, attendee journeys and content architecture for large-scale **IBM** events.
- + Works with the creative team to design experiences that reflect experiential strategies and resonate with attendees.
- + Presents ideas to clients alongside creative directors.
- + Collaborates with both clients and the creative team to design content and form factor of digital activations that can scale to educate and inspire attendees across the globe.

Rachel Matthews Design **Creative Strategist and Designer**

May 2018 - May 2019

- + Provided strategy for events and tradeshow with **Hargrove Experience**. Responsibilities included design research, establishing audience goals and strategies, look and feel, touchpoints, graphic elevations, and creative direction for the 3D design team.
- + Designed environmental graphics and retail display for **MAGIC Architecture**.

Smithsonian American Art Museum and Renwick Gallery **VR Gallery Attendant, No Spectators: The Art of Burning Man**

June 2018 - September 2018

- + Provided visitor and technical support for artist Android Jones' virtual reality simulation in **No Spectators: The Art of Burning Man**, as well as other interactive art installations.

Advanced Level Design Intern

August 2017 - May 2018

- + Strategized with core team to determine visitor flow, signage, and location of personnel of **No Spectators: The Art of Burning Man**, which has seen over 560,000 visitors to date.
- + Redesigned SAAM lobby and office, creating a more cohesive brand identity and wayfinding system.
- + Adapted CAD drawings to Sketchup.

HCL Art Consultancy **Special Projects Manager**

January 2016 - August 2016

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

Equinox Gallery **Exhibitions and Merchandising Manager**

May 2013 - November 2015

- + 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, organized, and taught experiential learning course in exhibition development resulting in 4 exhibitions in library and student center.
- + Exhibitions featured student, local, and alumni artists, strengthening ties between Trinity students and the San Antonio community.

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

February 2013 - November 2014

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