



# Rachel Kanahale

## GRAPHIC + UX/UI DESIGNER

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### Profile

**Dynamic Graphic + UX/UI Designer with a Creative Leadership background and 14+ years experience of transforming collaborative strategies, into user-friendly products and innovative solutions.**

Highly skilled designer with a proven track record of transforming concepts into visually captivating and user-centric designs. Passionate in enhancing user satisfaction and brand impact.

### Skills

- Project management
- Creative team management
- Product strategy + Ideation
- Process development + Staff training
- Client relations
- Wireframing + Prototyping
- Journey mapping
- HTML/CSS
- Creative strategy
- Typography
- Composition + Layout
- Product development
- Product marketing
- Video editing
- Storyboarding
- Adobe Creative Suite
- Figma
- Logic Pro
- Microsoft Office

### Education

**BS in Communication / Advertising**  
Brigham Young University-Idaho

## Experience

### Senior Graphic Designer

**INTERCONTINENTAL EXCHANGE, INC.** / 2019 – Present

Creates and manages end-to-end design projects that promote and maintain brand integrity and identity. Mentors designers on industry trends and assists in software and creative ideation training. Executes consistent and creative designs for various deliverables, including but not limited to educational and event materials, UX/UI solutions, print and digital advertising, custom vector graphics and image sequencing.

#### Key Contributions

- Collaborated with sponsors, creatives, and event staff to develop compelling graphics for the NYSE 99th Annual Tree Lighting event held in New York City, NY.
- Developed an interactive, virtual oil map using UX/UI—allowing clients within our global markets industry to quickly reference valuable, accurate data.
- Art directed, designed, and established the creative visual style for the companies' 2023 marketing campaigns and premiums with "The Blue Line" concept.

### Senior Graphic Designer

**BYU BROADCASTING (BYUtv + BYUradio)** / 2018 – 2019

Spearheaded creative design concepts and deliverables for game shows, movie premieres, marketing campaigns, radio talk shows and the BYU Broadcasting rebrand.

#### Key Contributions

- Influenced viewership of BYUtv's hit show, "Relative Race" by conceptualizing, designing, pitching, and developing the "DNA" style for its Season 5 digital marketing campaign.
- Improved team development by mentoring junior designers through forward- and strategic-thinking workshops—promoting refined creative processes for elevated workflows and content creation tactics.

### Senior Graphic Designer

**FOREVERGREEN** / 2018 – 2018

Transformed the ForeverGreen brand by roadmapping and designing improved B2C product packaging, digital (webinars, online events, email) experiences, and social media content and strategies.

#### Key Contributions

- Elevated the visual identity of ForeverGreen products by creating eye-catching information sheets and packaging designs—establishing trust and validity among its clients and customers.
- Developed and implemented creative processes for the design, copy, and video teams for improved collaboration.

### UX/UI Designer + Creative Director

**GRAVITY23 CREATIVE AGENCY** / 2017 – 2018

Worked with web developers and software engineers to create compelling website and app templates.

#### Key Contributions

- Designed trendy and user-friendly website templates for Shopify customers.
- Developed marketing strategies and social content that promoted brand awareness across digital platforms.

### Senior Graphic Designer + Art Director

**SOAPBOX CREATIVE AGENCY** / 2014 – 2017

Directed and led the agency's graphic design team in creative development and ideation, collaboration, and strategy. Worked alongside the creative director, researchers, account executives and video creatives to align on client deliverables and project expectations.

#### Key Contributions

- Developed the "Tonal Revolution" print ad for Rodgers™ Instruments which increased sales by \$1,000,000 within 10 days of print release.
- Assisted in directing client commercials and photoshoots.