



Rachel den Dulk

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Education

Grand Canyon University

December, 2022
Phoenix, Arizona

Bachelor of Arts in Graphic Design and Advertising

Core Courses:

- Digital Advertising and Marketing
- Web Design
- UX/UI for Web Applications
- Brand Identity Development
- Photo and Video for Social Media

Skills

Programs

Illustrator	Bridge
InDesign	Acrobat
Photoshop	Workamajig
After Effects	Adobe Dimension

Hard Skills

Microsoft Word	Design
PowerPoint	Illustration
Outlook	Brand Identity
Mac Systems	Color Theory
Workamajig	Digital Advertising
UX/UI Design	Logo Design
Presentation	Asset Library Building

as a Person I am...

Strategic
Fun to Work with
Personable
Creative
Passionate
Collaborative
Accountable
a Visionary
Adaptable
a Fast Learner
a Communicator

Experience

5+ Years of Experience

Creative Lead | State Forty Eight

10/2025 - Present
Chandler, Arizona

Led creative strategy and visual direction for a lifestyle and partnership driven apparel brand, overseeing campaign concepting, branded storytelling, and presentation design. Managed and mentored a five person creative team while translating strategic ideas into visually compelling assets across apparel, marketing, and sales. Acted as a key creative partner in pitching, presenting, and executing ideas that aligned brand vision with business and partnership goals.

- Designed and maintained branded templates, one pagers, and sales materials to support B2B and partnership initiatives
- Developed high quality presentations, sales decks, and visual proposals communicating partnership concepts, strategies, and recaps
- Translated strategic and marketing ideas into visually engaging layouts with strong hierarchy, typography, and brand alignment
- Collaborated cross functionally to refine presentation flow, visual storytelling, and creative direction
- Led creative concepting for campaigns, activations, and promotional initiatives
- Oversaw creative production to ensure consistency, quality, and on brand execution
- Worked with major partners including the Phoenix Suns, Arizona Diamondbacks, Phoenix Rising, Miller Lite, Rafi Law Group, Arizona Rattlers, as well as small local organizations

Graphic Designer | State Forty Eight

10/2023 - 10/2025
Chandler, Arizona

Designed original in-house t-shirt graphics and collaborated with nationally recognized brands and local businesses to develop custom apparel. Contributed to full campaign rollouts by creating supporting marketing assets for product launches, seasonal promotions, and brand partnerships.

- Design t-shirt graphics in collaboration with large national brands and small local businesses
- Concept and execute in-house product launches, campaigns, and marketing material
- Design with official licensing of MLB, NBA, and university brand management portals
- Communicate ideas and processes with internal teammates and external clients

Junior Graphic Designer | ON Advertising

12/2022 - 10/2023
Phoenix, Arizona

Agency experience working with a diverse set of clients and design deliverables. Worked and communicated with creative and account team to solve marketing needs with strategized creative.

- Managed multiple projects to meet tight deadlines
- Collaborated with a team to concept, create, and execute campaigns
- Used illustration and design skills to create engaging advertising solutions
- Originated ideas and created designs that adapt to a variety of platforms and media

Junior Graphic Designer | Grand Canyon Education

09/2020 - 12/2022
Phoenix, Arizona

Agency experience with a team of professional designers and student designers to produce full campaigns, materials, and advertisements for Grand Canyon University's on campus enterprises, colleges, organizations, and external clients.

- Agency experience collaborating with a team on marketing campaigns
- Train with professional Adobe training sessions
- Manage and produce multiple projects concurrently
- Lead learning and training sessions with peers and supervisors
- Communicate ideas and designs to clients within presentations