

PORTFOLIO: rachelh7.myportfolio.com

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Multimedia designer with 7+ years of experience in crafting innovative and engaging visual content. Creates designs that resonate with audiences and elevates brand narratives.

SKILLS

TECHNICAL

Adobe Illustrator
Adobe Premiere Pro
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Audition
3D Vista / Insta 360
Articulate Storyline
Monday.com

CREATIVE

Graphic Design
Color Theory
Visual Communication
Video Production
Video Editing
Interactive Design
Instructional Design
UX/ UI
Motion Graphics

LEADERSHIP Consultative Partner, Adapting,
Critical Thinker, Project Manager

EDUCATION

Virginia Tech | May 2018
B.F.A Visual Communication Design

COURSES / AWARDS

Disney's Emerging Leaders 2023

- Completed the Walt Disney World's Emerging Leadership Course, learning how to implement strategic leadership utilizing the LMTR and DISC assessment models.

Ideal Team Player Award 2021

- Awarded from Market Traders Institute.

COMMUNITY INVOLVEMENT

Justice, Equity, Diversity & Inclusion Team
2023–Present | Orlando, FL

- Assists with brainstorming and planning diversity centered events for the WSHES organization.

Disney's VoluntEARS

2018–Present | Orlando, FL | Bristol, CT

- Volunteers with organizations such as the Ocean Conservancy, Special Olympics, and more.

Chi Delta Alpha

2016–2018 | Blacksburg, VA

- Volunteered 32+ hours of community service per semester with Special Olympics, schools, nursing homes, and animal shelters.

EXPERIENCE

Walt Disney Company

Creative Producer IA, Learning & Talent Solutions | Disney Corporate

Walt Disney World | Orlando, FL | August 2024–January 2025

- Created and produced enterprise-level employee content and business specific training experiences by using design, video, and technology to strategically support in-person and virtual learning.
- Managed multiple projects simultaneously, leveraged design teams, and maintained project timelines.
- Consulted across a range of tasks including event production, photography, audio, video, graphics, and facilitation.
- Developed eLearning modules utilizing the Adobe Creative Suite and Articulate.

Multimedia Designer, Content Strategy & Integration | Disney Experiences

Walt Disney World | Orlando, FL | April 2022–Present

- Create, design, and deliver immersive multimedia training content for Disney Experiences and domestic park operations utilizing the Adobe Creative Suite, Articulate Storyline, and 3D Vista.
- Build unique learning experiences for on-the-job training, documentation, complex technical applications, and safety situational awareness.
- Design with a focus on diversity, inclusion, and accessibility to accommodate all learning techniques.

Multimedia Specialist TA, Content Strategy & Integration | Disney Experiences

Walt Disney World | Orlando, FL | March–November 2020

- Collaboratively developed multimedia assets leveraged to enhance Disney's Cast Training experience.
- Established a graphic sustainment process for training diagrams, designed attraction track maps, and created digital interactive consoles utilizing the Adobe Creative Suite.

Graphic Design Specialist TA, Communication & Collateral | Disney Experiences

Walt Disney World | Orlando, FL | October 2019–March 2020

- Supported the Communication Strategy team for guest information and collateral by designing printed park maps, times-guides, and resort signage.

Associate Motion Graphics Designer, SportsCenter

ESPN | Bristol, CT | April–June 2020

- Specialized on fast-paced productions and executed content development needs for SportsCenter. Primarily utilized Adobe After Effects, Premiere Pro, and Photoshop to create and implement sports graphics for ESPN channels.

Graphic Design & Communication Internship, Safety | Disney Experiences

Walt Disney World | Orlando, FL | June 2018–April 2019

- Conceptualized safety content into engaging material for internal communication. Platforms included graphic design for print, video, web design, editorial layout, motion graphics, and branding.

Digital Marketing Designer & Video Editor

Market Traders Institute | Orlando, FL | February 2021–April 2022

- Edited analyst video content for social media platforms with Adobe Premiere.
- Created visually-compelling designs for branding elements in collaboration with sales and marketing teams, optimizing marketing funnels.

Video Production Design Internship

Thompson Sports Management | Seattle, WA | October 2017–May 2018

- Supported corporate design initiatives, digital creative production work, and video development for top NFL athletes and their endorsements with both national and regional brands.