

RAE TWEED

FINE ART & DESIGN IN LOS ANGELES

RACHAELSTWEED.COM | 216-633-7312 | HELLO@RACHAELSTWEED.COM | L.A. CALIFORNIA

EDUCATION

ORANGE TECHNICAL SCHOOL | VISUAL ART & DESIGN CONCENTRATION
COLUMBUS COLLEGE OF ART AND DESIGN | FINE ART CONCENTRATION

WORK EXPERIENCE

BRAND & IDENTITY DESIGN PROJECTS | **Independent Freelance** | Los Angeles, CA | 2022 - 2023

CLIENT PROJECTS:

- **HELLO LEGADO** | Estate Planning Agency
- **ONE OF ONE** | Filipinx Cafe (*Opens 2024*)
- **TUJUNGA RECORDS** | Comedy Record Label (*Launches 2024*)
- **NŌTA** | Digital Agency (*Launches 2024*)

GRAPHIC DESIGNER | **Alfred Coffee** | West Hollywood, CA | 2021 - 2022

In-House Designer role creating product packaging, merchandise, social media assets and promotional materials. Assisted in the prototyping and ad campaign of the updated Alfred Coffee App.

PROJECT LEAD

- **Pasadena Cafe** – Designed a custom art deco font for the location and all permanent signage. Also created a Rose Bowl themed line of merchandise for the grand opening.
- **Email Campaigns** – Lead designer for bi-monthly, partnered e-blasts promoting events and merchandise.
- **App Launch** ('22 Version) – Created the social media templates for the campaign of the new app launch. Designed the all app store graphics. Designed new landing and merch pages to pair with the app with a hired coding team.
- **Alfred Spotlight Program** – Designed the visual identity for the client spotlight program; all internal/partner documents, social media post and story templates, program graphics and promotional cafe signage.

CREATIVE STUDIO LEAD DESIGNER | **Stone Fruit Grdn** | Los Angeles, CA | 2020 - 2023

CLIENT PROJECTS:

- **Kind Stranger Kitchen** | LEAD DESIGNER IN CLIENT IDENTITY DEVELOPMENT
- **Trixie's Baked Treats** | LEAD DESIGNER IN CLIENT IDENTITY DEVELOPMENT
- **Astrobleme** | LEAD DESIGNER IN CLIENT BRANDING + PACKAGING DESIGN
- **Magari Hollywood** | ILLUSTRATION + MENU DESIGN

IN-HOUSE DESIGNER | **The Spice Companies** | Cleveland, OH | 2018 - 2020

In-House Designer role primarily handling information design such as presentations, sell sheets and press packages. Also creating promotional materials like print and social media ads, and occasionally label design.

PROJECT LEAD

- **Supper Club Series** – Class booklets designed for each of the supper club event into a seasonal event guide.
- **Program Brochures** – Created brochures for the educational farm program,
- **Wedding Guide** – Comprehensive guidebook of menus, decor, vendors and venues offered by Spice Caters.
- **Editorial Ads** – Quarterly editorial campaigns the following local publications: Edible Cleveland, Cleveland Magazine, Cleveland Jewish News, and JStyle Magazine.

PRESS

CANVASREBEL | MEET RAE TWEED | 2023