

# RAE TWEED

Senior Visual Designer

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## CONTACT

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LOS ANGELES, CALIFORNIA

## REFERENCES

NICK SNYDER | Creative Director at The Pivot Group | NSnyder@thepivot.com

DAVANTE JENNINGS | People's Team (HR) Manager of Alfred Coffee HQ | DavanteJ@alfred.la

EMILY BABER | Marketing Director of The Cleveland Metropolitan Zoo | EmilyBaber@gmail.com

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## PROFILE

I'm Rae Tweed, a Los Angeles based visual designer with 7+ years of experience. I specialize in brand identity for both digital and print materials, as well as packaging and promotional designs. My current focus is developing my skills in ui/ux and product design.

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## EXPERIENCE

SENIOR GRAPHIC DESIGNER | **The Pivot Group** | Los Angeles, CA | Election Cycle 2024

Sr Graphic Designer for The Pivot Group, a political agency producing mail and various print materials for democratic candidates and organizations across the country. Responsible for designing over 60 campaign mailers and brochures in the span of 6 months while also editing and redesigning countless other concepts.

CLIENT LIST:

Planned Parenthood, The ACLU, AFSCME, Arizona Abortion Access, Citizens not Politicians, Majority Rising, LCV Victory Fund, League of Conservation Voters, IUPAT, The House Majority Pac, Mothering Justice Action Fund, ALF-CIO, and several individual candidates.

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BRAND & IDENTITY DESIGN PROJECTS | **Independent Freelance** | Los Angeles, CA | 2020 - 2023

CLIENT PROJECTS:

- **FEMINIST PRESS** | Book Publisher (*Site Launches 2025*)
  - **NŌTA** | Digital Agency | 2023
  - **HELLO LEGADO** | Estate Planning Agency | 2023
  - **SIDECAR** | Gallery Logo | 2024
  - **HELL IS TOO BLURRY** | Clothing Brand | 2023
  - **TUJUNGA RECORDS** | Comedy Record Label | 2023
  - **ONE OF ONE** | Filipinx Cafe (*Opens 2025*)
  - **STONE FRUIT GRDN** | Creative Studio Partner | 2020 - 2023
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GRAPHIC DESIGNER | **Alfred Coffee** | West Hollywood, CA | 2021 - 2022

PROJECT LEAD

- **Pasadena Cafe** — Designed a custom art deco font for all permanent signage and custom Rose-Bowl-themed merchandise for the 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.
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IN-HOUSE DESIGNER | **Spice Headquarters** | Cleveland, OH | 2018 - 2020

PROJECT LEAD

- **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.
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