

RACHEL CUNNINGHAM

DIGITAL DESIGN // PRODUCT DESIGN // UI // UX // ILLUSTRATION

CONTACT

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Belfast

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Open to office or hybrid opportunities in Belfast, or fully remote opportunities

ABOUT

I'm a Digital Designer with 8 years' experience, mostly in B2B SaaS

I love bringing ambiguous ideas to life, expressing my creativity whether it's for a social media campaign, a website rebrand, print material, illustrations, new app features, or anything in between.

I'm well versed in leading the end-to-end design process, from ideation > market research > brainstorming > design > iteration.

I've worked as a sole designer in a fast-paced environment, and I'm now looking for a new challenge, where I can bring my creativity to life.

PROFESSIONAL SKILLS

Sketch
Figma
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Motion Design (Adobe After Effects)
Brand Identity
Basic HTML/CSS
UI Design
UX Design

AWARDS

No.79 Design Sponsored:
Graphic Designer of the Year 2017 - Northern Regional College

Outstanding Academic Achievement in FnD Interactive Design - Northern Regional College

Creative Talent & commitment to positive change, 2017 Sobering Moment Design Campaign - PSNI

EDUCATION

2017 - 2020
Ulster University
BDes Hons Interaction Design: Second Class Honors Upper Division (2:1)
Diploma in Professional Practice (Commendation)

2015 - 2017
Nothern Regional College
Foundation Degree - Interactive Media: Distinction

References Available upon request

WORK EXPERIENCE

August 2021 - Present
Thrive App

Thrive is an employee communication platform (B2B SaaS), used by enterprise and public sector clients like the NHS, DPD, Derry Group, River Ridge, Colas, Meath County Council (& other Irish councils) and more. Working as a sole designer owning all aspects of digital design.

Senior Graphic & Digital Designer
February 2023 - Present

On top of my previous responsibilities designing customer assets:

- I also lead design efforts for our website refresh, social media content, animations, newsletters and more.
- I took lead on rebranding the Thrive website, including icons, imagery and overall visual layer.
- It was my responsibility to create branded sales mockup to prospect customers to try and present the product using their own branding and content.
- I created a prototype for a potential new system called pulse surveys where we would allow customers to find out how staff were feeling about work each day-I designed all the screens and interactions for this system.

August 2021 - February 2023
Graphic Designer

- I created branded app icons and app graphics for customers who were launching a branded version of the Thrive.app product.
- I designed the internal promotional assets for each customers app launch where I created print collateral including marketing flyers, posters, onboarding packs for new customers used by clients to launch Thrive to their workforce

August 2018 - August 2021
Northern Regional College (NRC)
Instructional Designer

I created posters, infographics, animations, social media posts, advertisement material and icons for NRC. I also led training sessions to train teachers on Canvas, an internal software tool. I created training videos to help

Freelance Designer - 2015 - Present

Supporting local small businesses with branding and marketing material for social media content.