



Rebecca Epstein
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OBJECTIVE

Creative and process-oriented graphic designer seeking a dynamic role in a collaborative and innovative environment. Committed to upholding integrity and delivering visually captivating designs.

WORK EXPERIENCE

[06/2021 - PRESENT] INNOVATIVE SKINCARE (iS Clinical)
Sr. Graphic Designer | Burbank, CA

Conceptualize and create visually stunning designs that align with brand guidelines, target audience, and market trends.

Collaborate closely with cross-functional teams including marketing, product development, and manufacturing to ensure designs meet product requirements and objectives.

Ensure accurate production of designs by collaborating with external vendors/printers.

Continuously refine and improve design processes to increase efficiency and effectiveness.

[09/2018 - 05/2021] THE LAST LINE (Luxury Jewelry Brand)
Digital Graphic Designer | Beverly Hills, CA

Create visually compelling designs for websites, social media platforms, campaigns, and other digital channels.

Collaborate with photographers to understand the creative vision and assist in capturing the desired shots

Extensive experience in enhancing and correcting images by adjusting color, exposure, and imperfections to deliver retouched images that meet their expectations.

Create eye-catching and on-brand visuals for social media platforms, including static images, GIFs, and video snippets.

[11/2017 - 06/2018] LUCKY BREAK PR
Sr. Associate - Digital Media Marketing | Los Angeles, CA

Create dynamic copy for social posts, advertisements, and ecommerce sites

Produce quarterly evaluations on social growth based on campaigns and social analytics

[03/2013 - 11/2016] ORGANIC BY NATURE INC
Graphic Designer | Long Beach, CA

Design and create visually captivating graphics for various marketing initiatives, including digital and print campaigns, social media content, email marketing, presentations, advertisements, and promotional materials.

Create visually compelling designs for event materials such as signage, banners, backdrops, stage designs, invitations, programs, digital presentations, and promotional materials.

ADDITIONAL INFORMATION

Experienced designer for events, pop-ups, retail and conventions/tradeshows

Trained in social media and email campaign strategies & Klavyo

Experience in producing photoshoots and post-production retouching

Fluent in ecommerce/DTC practices and procedures

Personal interest in travel, health/fitness, and film

TECHNICAL SKILLS

Proficient in MAC / PC platforms

Adobe Illustrator / Photoshop / InDesign

Lightroom / Photo-Retouching

Microsoft Powerpoint / Word

Shopify / Wordpress

HTML / CSS

SmartSheet / Brandfolder

EDUCATION

MAY 2018

LOS ANGELES COMMUNITY COLLEGE

Los Angeles, CA

Courses in Developmental and Abnormal Psychology

MAY 2010

RUTGERS UNIVERSITY

MASON GROSS SCHOOL OF THE ARTS

New Brunswick, NJ

BFA in Graphic Design/Minor in Art History

SUMMER 2005 & 2006

THE UNIVERSITY OF THE ARTS

Philadelphia, PA

Pre-college Program for Graphic Design

REFERENCES & ADDITIONAL SAMPLES UPON REQUEST