

Rachel Yaros
Senior Art Director & UI Designer
Chicago, Illinois

816.898.8790
rachelyaros.com
rachelyarosdesign@gmail.com

Senior Graphic Designer
Penta group | Washington D.C. | Remote

2024 - Present

Lead end-to-end design on brand systems for enterprise clients, including the Texas Stock Exchange, where I created a web component system that laid the foundation for the growing platform, and a Speed & Scale website refresh that drove a 300% increase in viewership. I've also spearheaded mentorship for junior designers at the company, as well as owning workback plans and process improvements that keep delivery on track. Support new business growth by conceiving dynamic creative for RFP pitches and current clients.

Clients: Texas Stock Exchange, Oculon Intelligence, KPMG, Johnson & Johnson, Humana, Speed & Scale

Freelance Brand Designer
Chicago, IL | Remote

2017 - Present

Develop full brand identities for small businesses and legacy organizations, including a rebrand for a 90-year-old independent school that modernized their look while honoring their history. Grounding my work in market research and discovery conversations that deliver data-backed design recommendations. Manage all client relationships end-to-end, from initial inquiry through final deliverables, across logo systems, websites, and collateral.

Clients: Hillbrook School, AIGA, Xurros, Independent Artists

Art Director
Hughes Leahy Karlovic | St. Louis, MO | Remote

2022 - 2024

Collaborated on the design of large-scale advertising campaigns for legacy clients like Medicaid across multiple states, as well as Envu, a new international environmental company. Tied creative execution to broader strategic goals, while building UI for high-profile websites including Marriott, Audible, and &Partners, blending originality with polished, on-brand design systems. Represented the agency at Adobe Max, networking with industry leaders and bringing fresh insights back to internal creative work.

Clients: Audible, Marriott, Centene Medicaid, ENVU, &Partners, Bayer Agriculture

Art & Communications Director
Lakewood Property Owners Association | Kansas City, Missouri

2020 - 2022

Owned all branding, marketing strategy, and website restructure as the sole creative lead, producing two monthly publications end-to-end from content collection through print and digital delivery. Raised funds by selling advertising partnerships and cultivating community relationships that led to donations. Planned events for the company's 50th anniversary including a highly anticipated golf tournament.

AIGA Member
Kansas City, MO + Chicago, IL | 2021 - Present

2022 - Present

Served as the Education board chair programming events for emerging designers in the Kansas City chapter. Currently a member of the AIGA Chicago Chapter and pursuing a board seat.

Career Skills

Branding & Identity
Logo design, typography, conceptual campaign creation, short and long form print materials, and style guides.

UX/UI Design
Wireframing, light prototyping, storyboarding, and responsive web design.

Project Management
Team leadership, client relations, presentation skills, and deadline management.

Technical Skills

Figma
Adobe Photoshop, Illustrator, InDesign, After Effects, Lightroom
Asana
AI-Assisted Design & Content Tools (Chat GPT, Claude, Midjourney, ElevenLabs)*
Airtable
Notion
Sketch
Procreate

Industry Experience

Financial Services
Healthcare
Education
Hospitality
Agriculture
Environmental
Tech

Education

Bachelor of Science | 2020
Marketing & Advertising Promotion

Design Minor | 2020
Technical Graphic Design

Locations
Missouri State University, Missouri
University of Economics, Poland