



RACHAEL HARDY

EDUCATION

Bachelors of Science
Graphic Design
Communication
Philadelphia
University
May 2007

SKILLS

Adobe Creative Suite
Creative Cloud
Figma
Dreamweaver
Flash MX
HTML/CSS

CLIENTS

Procter & Gamble
Kraft Foods
Bevel
Old Spice
Olay
Pantene
Covergirl
Conde Nast
Ebony Magazine
Apple

ORGS

More Than A Vote
GirlTrek
A/B Partners
Win Black
Center for a
Popular Democracy
Higher Heights
ADC
Free Press
African American
Chamber of Commerce

AWARDS

2017 Clios
2018 Addy Award
2020 Webby
2022 Webby
2022 Anthem Award

Rachael Hardy
Chicago, IL 60653

rhady@thisisrhardy.com
thisisrhardy.com

Creative Director, brand architect and designer with a proven track record of creating design solutions in success. Well versed in developing strong conceptual principles and capable of the highest detail in typographic excellence.

EXPERIENCE

19TH & PARK. | HEAD OF CREATIVE

FEB 2022 - JULY 2023

creative director responsible for managing internal and external team of creatives to develop integrated advertising campaigns, experiences, social content, podcast development, and branding for Fortune 500 clients.

ALLIANCERX WALGREENS PRIME. | CREATIVE DIRECTOR

JAN 2020 - MAR 2022

creative consultant responsible for leading in-house design team, evolving brand look, tone and feel to inspire an inclusive healthcare brand for the future.

MORE THAN A VOTE. | DIRECTOR. CREATIVE + PRODUCTION

AUG 2020 - JAN 2022

launched by LeBron James and other athletes to fight misinformation targeting African American voters. as creative director I was responsible for short & long form narrative development through to production of creative content across channels including print, digital, television, and streaming platforms.

TRUNK CLUB | NORDSTROM COMPANY | CREATIVE DIRECTOR

APR. 2017 - JAN. 2018

creative director responsible for growing and leading in-house design team from the ground up. partnered with outside agencies and parent company (Nordstrom) to develop consistent brand campaigns across television, digital, email, social, streaming and print channels.

WALGREENS | ASSOCIATE CREATIVE DIRECTOR | BEAUTY | HEALTH & WELLNESS

APR. 2014 - MAY 2017

creative director responsible for leading brand and creative strategy for cross-functional Beauty, Health and Wellness, Loyalty and Owned Brands categories. Works to maintain consistent brand look, tone and feel across digital, retail, radio, and national TV vehicles.

- promote brand purpose and promise in all creative from internal and external design teams. ensure consistency across campaigns in the areas of Beauty, Loyalty, Private Brand and Health and Wellness. motivate design team members to create 360° conceptual creative to be used across digital, television commercials and agency partner creative.

JET MAGAZINE | JOHNSON PUBLISHING COMPANY | ART DIRECTOR

APR. 2012 - APRIL 2014

responsible for introducing fresh design ideas, and relevant editorial pitches that encourage the community, challenge competition, and enhance the overall look and feel of the No. 1 African-American newsweekly.

- led the design team as Art Director in the first cover-to-cover redesign of the bi-weekly magazine acted as producer while launching social media, digital and website redesigns concurrently for consistency across all channels.

LANDOR ASSOCIATES | Y & R | DESIGNER

JUL. 2009 - DEC. 2011

designer, sr. designer and art director of a global branding agency. responsible for maintaining and cultivating creative vision for the GE, P&G and Kraft portfolios with fresh and innovative, idea-based design.

- identified client and brand objectives to translate into strategically creative and visionary executions for a number of products living in market with a reach of over 50MM monthly.
- led production direction with third party agencies and vendors specifically photo-shoot art direction for brand campaigns from concept to execution.