



LUCY RAASCH
GRAPHIC DESIGNER

I'm a designer with a strong creative vision and a strategic approach to brand storytelling. My commitment to quality and creative intuition are the tools I use to create meaningful visual identities that build lasting brand connections. I'm always on the lookout for emerging trends and draw my inspiration from travel, fashion and everyday experiences. I'm driven by continuous learning and apply my evolving skillset in collaborative creative environments.

CONTACT & PORTFOLIO

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lucyraaschportfolio.com

EDUCATION

MARQUETTE UNIVERSITY
MILWAUKEE, WISCONSIN | 2020
Advertising and public relations double major

MILWAUKEE INSTITUTE OF ART & DESIGN
MILWAUKEE, WISCONSIN | 2020
Communication design minor

LES ASPIN CENTER FOR GOVERNMENT
WASHINGTON, D.C. | 2018
Student of Marquette University's academic and internship program

SKILLS

Adobe Creative Suite	Social Media Strategy & Execution
Art Direction	Client Service
Branding Strategy & Design	Presentation Design
Illustration	MAC System
Typography	Microsoft Office
Photo Retouching	Corporate Writing

INDUSTRIES

B2B & B2C	Pharmaceutical
Finance	Public Health
Higher Education	Start-up Companies
Non-profit Groups	The Arts

EXPERIENCE

SENIOR DESIGNER | AUGUST JACKSON
CHICAGO, ILLINOIS | 2023-PRESENT

- Led internal rebrand for pharmaceutical client; facilitated visual identity workshop and directed designers to execute a full brand system including logo design, style guide, presentation design, and event themes; presented design recommendations to clients
- Designed refreshed regional logos and developed evergreen assets for pharmaceutical regional directors including email templates, presentation templates, virtual backgrounds; assets supported national communications and end-of-year video content
- Collaborated with design team to update August Jackson's internal presentation materials and website design
- Partnered with motion designers, videographers, creative strategists, and producers to execute multiple high-impact in-person meetings for pharmaceutical clients
- Served as onsite Design Director for a financial client's annual executive leadership meeting; ensure accurate stage scenic and screen graphics, implement real-time design edits, and collaborate with lighting and technical teams
- Design representative for August Jackson's internship program; review portfolios, interview candidates, support design interns through mentorship, feedback, and guidance

GRAPHIC & DIGITAL DESIGNER | BRANIGAN
MILWAUKEE, WISCONSIN | 2019-2023

- Collaborated with design team to develop a refreshed Branigan brand identity; executed new brand system through social media creative and strategically evolved the brand on digital platforms (Instagram, Facebook, LinkedIn)
- Lead designer for Milwaukee Youth Arts Center's refreshed brand identity including logo design, style guide, campaign look, event creative, website design; presented design recommendations to clients
- Concepted and executed website and branding design for multiple B2B and B2C clients
- Created campaign identity for series of paid digital ads and microsite for non-profit Prevent Blindness' awareness campaign
- Animated informational videos for website, social media and tradeshow events

GRAPHIC DESIGNER | FREELANCE
MILWAUKEE, WISCONSIN | 2019-PRESENT

- Developed concept art book layout featuring the work of international artists for Factions: Battlegrounds — a diversity-centered board game
- Created digital graphics for Factions: Battlegrounds Kickstarter campaign, which more than tripled its fundraising goal
- Designed website for PrairieModern residential architecture project; generated over 1,000 views from LinkedIn in first 24 hours
- Developed user experience strategy and branded website design to foster connection between church ministry and current and prospective church members

CREATIVE SERVICES INTERN | MARQUETTE UNIVERSITY OFFICE OF MARKETING & COMMUNICATION
DIGITAL MARKETING INTERN | MARQUETTE UNIVERSITY ATHLETIC DEPARTMENT
MILWAUKEE, WISCONSIN | 2016-2018, 2019

- Design lead for Marquette business incubator, working with six student-run startups to create identity and establish each company's unique brand
- Created logo for diversity and inclusion segment as part of a broader campuswide initiative
- Created banners, flyers, brochures and other collateral pieces to support and promote the Haggerty Museum of Art, university homecoming activities and MU graduate school
- Designed digital graphics, banners and pamphlets for university sustainability campaign to raise awareness of environmental initiatives
- Created game-day graphics for Division 1 athletic programs to generate awareness and increase attendance at sporting events

RESEARCH/GRAPHIC DESIGN INTERN | VENN STRATEGIES
WASHINGTON, D.C. | 2018

- Designed logo, fact sheet and PowerPoint template to unify messaging and identity for public health organization Voices for Non-Opioid Choices
- Conceptualized and designed logo for webinar series sponsored by neighborhood health initiative to promote organization awareness and increase support
- Created logo and brand identity for 2019 National Surgical Collaborative Summit to be used on event website and social media, event invitation, banners, name badges, and signage
- Conducted research and prepared information-based memos for healthcare and pharmaceutical clients to support firm's communications recommendations