Rachel Hettinga

+1 (807) 806-1087 • rmhettinga@gmail.com • rmhettinga.ca

Who I Am

Driven by design and development that has purpose, is functional and yet emotionally rich.

As a designer, developer, and strong communicator, I offer a unique skill set that allows me to seamlessly bridge the gap between these worlds and enables me to effectively engage with clients and proficiently manage large-scale projects.

Skills & Abilities

- Adobe Creative Suite Photoshop, Illustrator, Indesign, XD
- HTML, JS + SCSS/CSS
- MySQL, PHP - WordPress
- Liquid - Shopify, Thinktific

- GIT + GitHub
- Advanced Custom Fields
- Social Media Ad Manager
- Email Marketing
- Figma
- Agile Workflows

- Illustration Design
- UX/UI Design
- Print Design & Production
- Google Web Designer
- Google Analytics & SEO
- Fluent in Spanish

Experience

SPOKE STUDIO Graphic Designer / Web Developer 2008 - Present
A freelance company providing well thought out graphic/web design and WordPress development.

- Provided comprehensive design and WordPress development services to small to medium-sized businesses then transitioned to long-term partnerships with corporations and agencies
- Crafted branding strategies, email and social campaigns, advertisements, custom websites, and created unique printed materials.
- Collaborated effectively with clients, subcontractors, and fellow freelancers on diverse projects, fostering an environment of innovation and creativity.
- Managed multiple projects simultaneously, ensuring timely and high-quality deliverables.
- Implemented targeted email marketing campaigns and optimized social media profiles for clients, with a focus on performance tracking and reporting.
- Cultivated a strong professional network within the region, contributing to the rapid expansion of client base and fostering enduring professional relationships.

TETRO DESIGN WordPress Developer 2022-2023
Tetro Design is a top branding and design agency based in Winnipeg, MB

- Developed custom websites utilizing WordPress as the core platform, leveraging Divi and integrating custom sections and functionalities tailored to client requirements.
- Executed large-scale projects, communicating closely with clients throughout the project lifecycle. Facilitated collaborative discussions, presented project updates, and provided strategic insights to enhance site navigations, wireframes, and designs.
- Tested designs with targeted user groups, incorporating feedback to refine user experiences and optimize site performance.
- Innovatively addressed client needs by creating custom training videos for each project, empowering clients to effectively manage and maintain their websites post-launch.

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Experience

THINKSHIFT Graphic Designer 2019 - 2023

Thinkshift is a top Design Agency in Canada that focuses on the agricultural industry.

- Collaborated closely with a Creative Director to execute multiple client projects, ensuring strict adherence to brand guidelines and delivering high-quality design solutions
- Created a diverse range of visual assets including display ads, social media ads, infographics, packaging labels, website landing pages, and animated banners, effectively communicating client messages and enhancing brand visibility.
- Operated as a hybrid designer, transitioning between in-office and remote work environments, demonstrating adaptability and maintaining consistent productivity levels irrespective of location.

SKILLCRUSH WordPress Development Instructor 2015 - 2017

Skillcrush is a NYC based online school focused on empowering women to get into the tech world.

- Developed comprehensive lesson plans and conducted webinars adhering to Skillcrush's brand standards, facilitating effective learning experiences for students
- Engaged in remote communication with the Skillcrush team and students through various online platforms, ensuring seamless interaction and support throughout the learning process.
- Collaborated actively with the curriculum development team, contributing insights and expertise to shape responsive, mobile-first web development courses, aligning with industry best practices and emerging trends.
- Acquired extensive proficiency in WordPress theme development, GIT Version Control, and WPEngine, enriching the instructional content and ensuring students receive up-to-date and relevant training.

Education

Advanced Diploma with honours in Multimedia Productions - Confederation College - 2011

Online Portfolio

You can learn more about me and see my online portfolio at:

www.rmhettinga.ca