



LUCY RAASCH GRAPHIC & DIGITAL DESIGNER

I'm a digital designer with loads of creative ambition. My commitment to quality, my creative intuition and detail-oriented approach are the tools I use to create meaningful designs that develop deeper brand connections. I'm always on the hunt for inspiration — through travel, fashion and by following local creators. I'm passionate about learning new skills and thrive in an environment of enthusiastic collaboration.

Open to relocating.

CONTACT & PORTFOLIO

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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	Photo Retouching
MAC System	Video Editing
Microsoft Office	Podcast Editing
Web Design	Client Service
Animation	Social Media Strategy & Execution
Illustration	Media & Corporate Writing
Typography	

EXPERIENCE

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

- Collaborated with design team to develop a refreshed Branigan brand identity; executed new brand system through social media creative and continue to strategically evolve 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
- Concept and execute website and branding design for multiple B2B and B2C clients
- Created campaign identity for series of paid digital ads and microsite for nonprofit 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
- Designed digital promotional collateral for athletic events to expand fan base for Marquette lacrosse teams

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, nametags and signage
- Conducted research and prepared information-based memos for healthcare and pharmaceutical clients to support firm's communications recommendations