



Contact

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Social

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Skills

Motion Graphics
Visual Design
Branding
Art Direction
Typography
Production
Photography
Videography
Mapping
Email Marketing
SEO & Content Strategy
Marketing Strategy
Advertising
Web Design
HTML & CSS

Programs

Full Adobe Suite
Microsoft Office Suite
Asana
Smartsheet
Monday.com
Constant Contact
Emma
Mailchimp
Buildout
Landvision
Arc GIS Pro
Matterport
Arc GIS Business Analyst
Canva
ChatGPT
Costar
Scoutspace
Email Marketing
E-Commerce
Google Analytics
Wordpress
Squarespace
Wix
Fiery

RACHEL HAKALA

I'm a Graphic designer interested in expanding my experience in a creative professional setting. I like to combine motion graphics and solid art direction to create thoughtful, in-depth brand experiences.

Education

BFA Communication Design

Texas State University | 2016 – 2019

Experience

Lee & Associates Houston

Junior Graphic Designer | June 2023 – August 2025

Graphic Designer | August 2025 – May 2026

Curated marketing collateral for the brokerage firm, including creating & maintaining property brochures, branding, infographics, pitch books & presentations, quarterly reports, photography, videography, signage, and email campaigns. Managed and maintained listing websites and the Houston website, including the creation of two web pages for national brokerage services, resulting in multiple leads. I also assisted in social media & marketing strategy and analytics. Maintained high levels of communication in a fast paced environment with 36+ brokers.

Wolf Capital Partners

Freelance Web Editor | March 2026 – Present

Manages and updates online listings.

Seven Fifths Creative / CME Printing

Junior Graphic Designer | September 2021 – June 2023

Responsible for producing of a variety of graphics and services for ads, signage, promotional products, brochures, websites, logos, brand maintenance, animations, and video for a wide variety of clients. Managed multiple event and e-commerce websites for clients. Completed and managed lists of creative projects from beginning to end while maintaining a functional, organized filing system.

Damn Good Agency

Freelance Designer | June 2022

Commissioned to build motion graphics to be used on the agency's website refresh.

Rodeo Austin

Graphics Intern | December 2019 – April 2020

Assisted the in-house graphics coordinator with the creation of graphics and design layouts for print ads, flyers, banners, emails, invitations, website, videos, and social media. Collaborated with the marketing team to support campaigns and offer design solutions while assisting in digital asset management, including organizing and categorizing the department's photographic, video, and digital media.