

2024

RACHEL MCGOVERN DSIGN

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ABOUT

01

Rachel McGovern is a multidisciplinary designer based in Los Angeles, CA.

With a background in Craft and Material Studies, I bring 7 years of professional experience and specialize in Product Design, Creative Direction, Brand Management and Production. Bringing diverse experiences and knowledge, I deliver top-tier, innovative design projects. Finding solutions from various angles and worlds, I am a fast learner and team contributor. I believe design should make an impact while also having fun.

EXPERTISE

01

Skills

Deck Creation

Project Management

Branding

Concept Design

Storytelling

Creative Direction

Product Design

Graphic Design

Lighting Design

3D Production

2024

CASE STUDIES



**OLAPLEX
BOND SOCIAL
MEDIA VIDEO
PITCH**



**MATERIAL
OBJECTS
COLLECTION
PITCH**



**ZABRISKIE
PORTABLE
LIGHT DESIGN
PITCH**



**DESIGNER
SPOTLIGHT:
GAE AULENTI
PITCH**

OLAPLE BONID



2024

OLAPLEX BOND

02

social media
video pitch

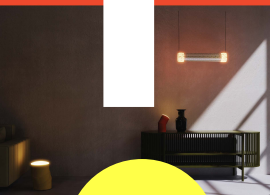
Working with Production Company, **Meatloaf Studios**, the deck was created to showcase the objective of engaging audiences across digital channels. Outlining the production and storyline of a suite of authentic videos showcasing OLAPLEX No. 4 Bond Maintenance Shampoo and No. 5 Bond Maintenance Conditioner. Highlighting inclusivity and relatability while staying true to the OLAPLEX brand.

skills: deck creation, graphic design, storytelling

MATERIALS OBJECTS

Industrial
rd,
unapproach
ble, close
on, see
function +
means of use

2023



MATERIAL OBJECTS

02

lighting collection design pitch

Originally created as a **Product Catalog**, the Material Objects Design Pitch pulls from traditional print Catalog Design techniques, reworked to engage a digital presentation audience. The pitch deck effectively communicates product features and benefits. Informing the viewer of technical knowledge and product details while also showcasing the ideological storytelling of each designs through visually appealing high res renders, fun type + graphics and film photography.

skills: deck, concept, product + graphic design, storytelling, 3D production + fabrication, branding

MATERIAL OBJECTS

MATERIAL

OBJECTS

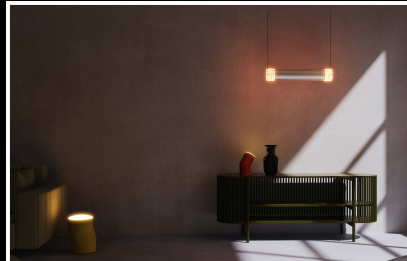
BJEC

PAUSE LOOK LEFT
LOOK RIGHT

LOOK FORWARD
LOOK BACK REDIRECT

RECONSIDER REPURPOSE

REINTRODUCE NEW OPPORTUNITIES
NEW BUSINESS
NEW FUNCTION
NEW DESIRE



industrial,
cold, hard,
unapproachable, closed
off, set
function +
means of use

01

through every stage of material
moderation, I looked a challenge with our ability
to define the boundaries between
material and object.

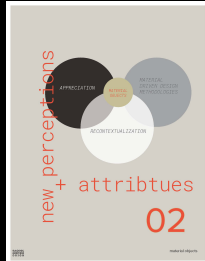
Throughout this journey, we've seen the
understanding of materials from our client objects
and objects that are also materials.

Our collection plan at the intersection when
allow them to be...

material objects support and build our
everyday spaces yet seldom get airtime...
this collection focuses and qualified to
reveal the objects their importance through
new function and desire.

material objects are often coated as cold, hard,
unapproachable, closed and set
function + means of use.

How were the attributes I looked for in the
material moderation? For instead of slow learning
each attributes, it were to
unapproachable and accelerate them through
design.



materials that
once played
the supporting
role are now
the
protagonist.

03

DCT-LIGHT

04

opportunities
of play --->

DCT-L8



through interaction
between materials
previously not known
to each other.

13

16

17

planter base

floor light

19

20

horizontal
pendant

21

22

THANK YOU

Have A Nice Day

ZABRISKIE PITCH



2022

ZABRISKE

02

portable light design pitch

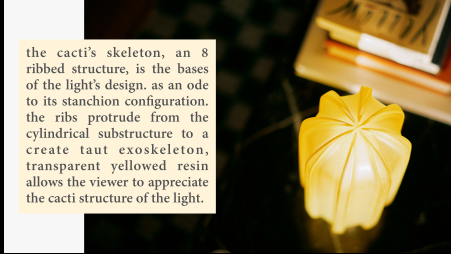
Zabriskie Portable Light was pitched as a flagship design for established manufacturer, **Matter Made**, in a bid to open a second location on the West Coast. Staying true to Matter Made's minimal roots, the pitch was designed with the brand's deep navy palette in contrast with sunset hues of the West Coast, western inspired typography, desert imagery, los angeles locations and film photography to embodies the brands place out west.

skills: deck, concept, product + graphic design, storytelling, 3D production + fabrication, branding

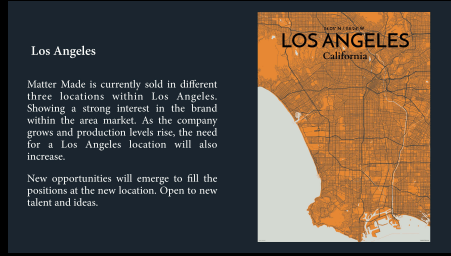
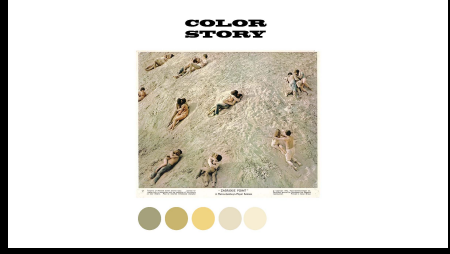
ZABRISKE PORTABLE LIGHT



cacti form a metaphysical backbone within the mojave desert, a **spinal connector**, that helps define the imagery and wonder of the southwestern united states.



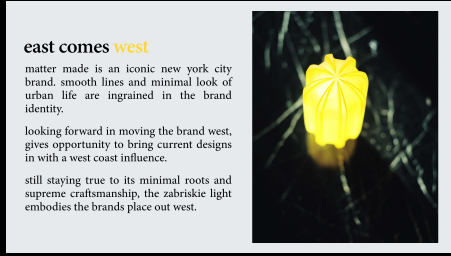
the cacti's skeleton, an 8 ribbed structure, is the bases of the light's design. as an ode to its stanchion configuration. the ribs protrude from the cylindrical substructure to a create taut exoskeleton, transparent yellowed resin allows the viewer to appreciate the cacti structure of the light.



Los Angeles

Matter Made is currently sold in different three locations within Los Angeles. Showing a strong interest in the brand within the area market. As the company grows and production levels rise, the need for a Los Angeles location will also increase.

New opportunities will emerge to fill the positions at the new location. Open to new talent and ideas.



east comes west

matter made is an iconic new york city brand. smooth lines and minimal look of urban life are ingrained in the brand identity.

looking forward in moving the brand west, gives opportunity to bring current designs in with a west coast influence.

still staying true to its minimal roots and supreme craftsmanship, the zabriskie light embodies the brands place out west.



DESIGNER SPOTLIGHT



2022

GAE AULENTI

02

designer spotlight

Designer Spotlight: Gae Aulenti pitch was produced for principal and associate professor, **George Kordaris**. This deck covers the life and work of Italian designer, Gae Aulenti. Presented to graduate students at ArtCenter College of Design for a History of Furniture Production seminar. Emulating Aulenti's bright and iconic designs, the deck uses bold coloring and typefaces, archival imagery and designer quotes to capsule a design filled life.

skills: deck creation, graphic design, storytelling

DESIGNER SPOTLIGHT: GAE AULENTI

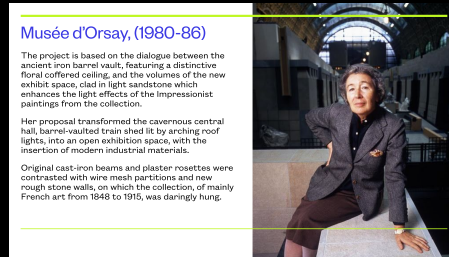
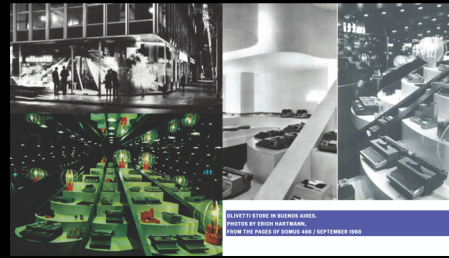


gae aulenti
1927-2012

- Milano Politecnico
- Casabella Magazine
- "No Liberty" movement
- Showroom AD for Fiat + Olivetti
- Fontana Arte Arts Director
- Musée d'Orsay, Palazzo Grassi, Pompidou Centre, the Palacio Nacional, the Asian Art Museum of San Francisco + Private Homes
- Most highly decorated Italian Woman
- Italian Metamorphosis (1943-1968), Exhibition design, 1990, Guggenheim Museum
- Designer: buildings, furniture, lighting, stage sets, interiors and graphics

"Architecture is a man's job, but I've always ignored it".

GAE AULENTI



TECH NICALS



2024

TECHINICALS

03

Software

Adobe Creative Suite / Keynote /
Figma / Rhino / Solidworks / Vray
/ ZBrush / KeyShot / Blender /
Unreal Engine 5 / After Effects /
AutoCAD / Sketch Up / AGi

Production

3D Printing / Laser Cutting /
Set Lighting / Woodworking /
CNC / Project Management /
Prototyping / Finishing / Mold
Making/ Styling

2024

EXPERIENCE

PRESENTATION

EXPERIENCE

04

Freelance Designer

▪ Creative Director

2020 - Present

Summer Design Intern,

Denvir Enterprises

2022

Finisher + Fabricator,

SPMD

2019- 2021

Exhibition Design

Technician, Hammer
Museum + MOCA

2017 - 2019

EDUCATION

04

**Interior Architectural
Lighting Design
Certificate**

Parsons, The New School of
Design, New York, NY

2024

**Masters of Science,
Environmental Design**

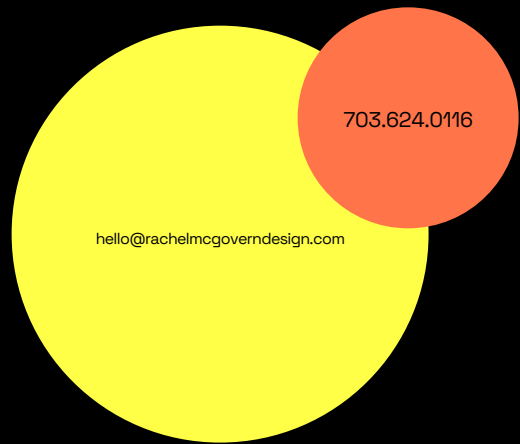
ArtCenter College of Design,
Pasadena, CA.

2021 - 2023

**Bachelors of Fine Art,
Craft and Material
Studies**

Virginia Commonwealth
University, Richmond, VA.

2012 - 2016



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GETTING TOUCH