

Rachel Downey

FOUNDER + PRINCIPAL

Resident visionary. Straight-talker.
Life adventurer. That is Rachel.

Rachel’s passion for her craft stems from the fourth grade when she wrote a paper entitled, “When I grow up, I want to be a Graphic Designer.” From that early vision, Rachel built a business where she ensures the infusion of creativity and purpose – Design with Direction™. A planner, strategist and motivational leader, Rachel has established the philosophy, direction and culture at Studio Graphique. With both operational and creative responsibilities, Rachel tackles the management of accounts, business development, marketing and supervision of all design projects.

For Rachel, balance is the most important core value. It is her personal mantra. Leading by example, Rachel empowers her team by giving them flexibility and the freedom to thrive in the workplace. This equilibrium allows Studio Graphique to deliver exceptional work – work with impact.

“I am on a quest. For knowledge, experiences, adventure. My role at Studio Graphique affords me the luxury of continued learning, and my coworkers, friends and family provide me the space to be a little crazy.”

THINGS YOU MUST KNOW ABOUT RACHEL

Started Studio Graphique at age 25
Ordained nondenominational minister and Reiki I trained
Biannual participant at the Burning Man Festival

EXTRACURRICULAR

COSE MindSpring Editor, Brand Development
John Carroll University, Entrepreneurs Association, Member
Near West Theatre, Board of Trustees, Marketing Committee Chair, since 2007
Society for Environmental Graphic Design, Cleveland Chapter
Society for Marketing Professional Services (SMPS), NEO Chapter, Board Member at Large 2007-2008, Sponsorship Chair 2006-2007
Race for the Place (to benefit The Gathering Place), Beachwood, OH
Regularly speaks about branding, placemaking and wayfinding including the 2009 Heritage Ohio Conference