

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.

AWARDS AND RECOGNITION

Crain's Cleveland Business Forty Under 40
Rock + Roll Hall of Fame, Riot Girl Finalist
NAWBO Top Women Business Owner of Northeast Ohio
COSE Ten Under 10 Award

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

"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

EDUCATION

Gestalt Institute of Cleveland, Experience Workshop
Cleveland Bridge Builders, Flagship Program
Keller Graduate School of Management at DeVry University
Kent State University, School of Visual Communication Design, Bachelor of Fine Arts

NOTED PROJECT EXPERIENCE

ENVIRONMENTAL GRAPHIC DESIGN AND WAYFINDING PROGRAMS

University Circle Inc.
CLEVELAND, OH (IN PROGRESS)

Lucas County Arena
TOLEDO, OH (IN PROGRESS)

Eastlake Stadium (Classic Ballpark)
EASTLAKE, OH

Shaker Square
THE CORAL CO. | CLEVELAND, OH

Steelyard Commons
FIRST INTERSTATE | CLEVELAND, OH

University of Cincinnati
CINCINNATI, OH (LANGE WHEELER)

BRANDED ENVIRONMENTS

Heinen's Fine Foods
PROCESS CREATIVE STUDIOS | CLEVELAND, OH

BRAND DEVELOPMENT

Osborn Engineering/OSports
CLEVELAND, OHIO

Lake Erie College
BROWNFLYNN | PAINESVILLE, OH

STERIS Corporation
MENTOR, OH

Tec Inc., Engineers
EASTLAKE, OH