



Rachael Irvine

DESIGNER

I'm a Graphic Designer with a strong focus on illustration and a diverse background spanning Product Design, Graphic Design, and Illustration. I currently work as the Lead Designer at a dynamic crafting company, where I design and illustrate a range of creative products aimed at inspiring makers and hobbyists. Throughout my career, I've collaborated with a wide variety of brands—from creative and media-focused to more industrial sectors—allowing me to develop a highly adaptable skill set suited to a broad range of design challenges.



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Career

Crafter's Companion

Lead Designer

2023 - present

Designer

2020 - 2023

Hudson

Graphic Designer & Illustrator

2018-2020

Education

MA Design

University of Sunderland

2016 - 2017

BA Graphic Design

Nottingham Trent University

2012 - 2015

Education

During my design education, I engaged with a wide range of creative briefs and projects, which allowed me to explore various disciplines within design. It was during my undergraduate studies that I discovered my passion for illustration. The diversity of briefs enabled me to experiment with different approaches and ultimately develop my own illustrative style. Projects included illustrated storybooks, magazines, games, and more.

At the postgraduate level, my Master's research focused on colour theory and its significance in design. I produced an educational presentation alongside a collection of illustrated guides exploring the principles of colour, its practical applications, and methods for sourcing creative inspiration.

Professional Experience

Crafter's Companion

In my role at Crafter's Companion, I have expanded my skill set by adapting my illustration abilities to suit product design. I design a variety of products including Signature Collections, Metal Dies, Illustrated Stamps, Embossing Folders, and more. Part of my process includes creating 3D mock-ups and prototypes using tools to test functionality.

The role is highly varied, allowing me to work across product design, packaging, branding, and marketing. I liaise directly

with international suppliers and make design amendments to meet the requirements for mass production. I have developed a strong understanding of the crafting industry and can adapt my design style to suit the target audience.

As Lead designer my collaborative nature and attention to detail allow me to support teammates whilst still meeting tight deadlines, contributing to a productive and supportive team environment. I manage team workloads, oversee staff training, and leverage my experience and expertise to support design and packaging inquiries.

Graphic Designer – Hudson

At Hudson, I worked with corporate clients to produce professional presentations and documentation for procurement processes. This position helped refine my graphic design skills in a high-pressure, fast-paced environment. Working to tight deadlines enhanced my ability to deliver high-quality design work efficiently and confidently.

About Me

Outside of work, I enjoy developing personal creative projects including art prints and bespoke wedding invitations, which allow me to combine both my graphic design and illustration skills. I'm a team player and currently part of a local netball club. I also enjoy staying active, going to the gym, and travelling—often finding creative inspiration through new experiences.