

PHOEBE PENELOPE RACZ

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Professional Summary

Designer focused on brand and event work. BA in Design, cum laude, University of San Francisco. Professional experience in designer fashion resale, including buying and merchandising. Proficient in Figma and Adobe Creative Suite.

Work History

Buyer & Visual Merchandiser 06/2025 – Present

2nd STREET USA – San Francisco, CA

- Evaluate and authenticate secondhand designer and contemporary apparel, making buy/pass and pricing decisions on 50+ items daily
- Price designer and contemporary apparel based on condition and market demand
- Execute corporate merchandising and authentication standards for one of the world's largest resale retailers
- Set and maintain visual standards across the store, coaching staff to execute displays to spec

Graphic Design Intern 01/2025 – 05/2025

The Box SF – San Francisco, CA

- Designed social media graphics and promotional content for monthly art events, growing engagement by 18% across Instagram and email marketing channels
- Designed environmental and wayfinding graphics for live events hosting 200+ guests
- Collaborated directly with the marketing team to translate event concepts into cohesive campaigns across print and digital
- Initiated a guest feedback loop at live events, using attendee insights to refine subsequent campaign designs

Client Experience Coordinator 06/2024 – 01/2025

Dimitra's SkinCare & Electrolysis Wellness Clinic – San Francisco, CA

- Sole point of contact for every studio function outside treatment services, from booking through payment
- Redesigned visual materials end to end, replacing all client-facing graphics with a cohesive new identity
- Coordinated 20+ client appointments daily across booking, confirmation, and follow-up

Education

University of San Francisco 12/2025

BA in Design, cum laude

Skills

Design: Figma • Adobe Illustrator • Photoshop • InDesign • After Effects • Premiere Pro • Lightroom
Practice: Brand Identity • Social & Campaign Graphics • Typography • Layout • Prototyping & Wireframing • Styling
Digital: HTML/CSS • JavaScript • GitHub • Squarespace • Wix • Responsive Web Design

Languages

English (Native) • Spanish (Professional Working Proficiency)