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Professional Summary

Senior Art Director specialized in healthcare and biotechnology communications, creating concept-driven, emotionally resonant work across digital, social, and print. Known for elevating ideas through strong craft, cross-functional collaboration, and strategic thinking. Combines visual storytelling with audience insight to translate complex healthcare challenges into clear, compelling creative solutions. Adept at leading creative within agile POD structures and guiding projects from early concept through final production at high creative standards.

Work Experience

- **Senior Art Director** | VML Health, Brecksville, OH
March 2025–Present
- **Art Director** | VML Health, Brecksville, OH
August 2022–March 2025
 - Lead art direction for multi-channel campaigns serving healthcare clients including Johnson & Johnson, Genentech, and Boehringer Ingelheim Animal Health.
 - Led art direction for the launch of INLEXZO (Johnson & Johnson), contributing to an unprecedentedly smooth product debut. **Most notably, in under 30 calendar days from FDA approval, the full website and all resources that live within it were live for HCPs to access.**
 - Supported the successful Senvelgo launch for Boehringer Ingelheim Animal Health, developing multi-channel creative that aligned with brand strategy and regulatory requirements.
 - Act as a creative mentor to junior and mid-level art directors, offering direction, skill development, and constructive critiques to strengthen team-wide output.
 - Chosen by the client to be the art lead within Agile POD. Recognized for exceptional detail orientation, creative craft, rapid development of concepts, and clear, persuasive presentation abilities.
 - Guide creative workflows within an agile POD, collaborating closely with delivery, account, and copy leads to meet deadlines and maintain quality in projects across digital, social, and print.
 - Translate complex client challenges into clear, strategically grounded visual concepts tailored to HCP and patient needs.
 - Oversee execution from concept through final production, ensuring accuracy and consistency.
- **Graphic Designer** | Locus Fermentation Solutions, Solon, OH
November 2019–August 2022
 - Created multi-channel collateral (digital, print, social, video, web) and managed WordPress updates, supporting seven biotech operating companies with organized and efficient workflows.
 - Implemented and maintained brand systems across diverse industries, collaborating with teams and vendors and contributing design ideas that elevated new product launches.

Education

- **MA, Visual Communication Design**
Liberty University
February 2021–August 2022
 - 3.91 GPA
- **BA, Visual Communication Design**
Kent State University
August 2016–December 2019
 - Minor in Advertising
 - 3.77 GPA
 - Honors Student

Creative Expertise

- Concept Development
- Visual Storytelling
- Multi-Channel Design
- Brand Systems & Identity
- Art Direction (Photo/Video)
- Presentation Development
- Cross-Functional Collaboration
- Campaign Development

Technical Skills

- Adobe Creative Suite
- Figma
- Microsoft Office Suite