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Poyant names Abrantes as associate graphic designer

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Rachael Abrantes

New Bedford, MA Poyant has named Rachael Abrantes, associate graphic designer. In this position, Abrantes supports the Dunkin' team, designing branding packages for franchise locations throughout the Northeast and implementing their new brand standards. She also is involved with designing other sign packages for various businesses such as Rockland Trust, Anchor Animal Hospital, Cambridge Trust, Wickford Appliance, and many other local organizations. In addition, Abrantes creates unique content for Poyant's marketing team.

Abrantes joined the Poyant team in 2019 after graduating from the University of Massachusetts Dartmouth with a degree in Graphic Design.

She has completed numerous courses with the International Sign Association, focusing on marketing, installation, digital signage, and print signage. Abrantes is passionate about all things design, with her focus being print, web, and textiles prior to working at Poyant. Abrantes has a new-found passion for environmental design and has immersed herself in the medium, implementing her contemporary and creative design experience to her new, technical knowledge of materials and methods. She enjoys working with customers on jobs large and small and strives to create thoughtful, innovative designs that embody the client's brand and surroundings.

"Rachael is a great addition to our Design Team. She is thoughtful, collaborative and detail oriented, bringing creative solutions to each design project.", said Richard Poyant, president of Poyant.

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