rachel blank

UI PRODUCT DESIGNER

- ui design
- ux design
- mobile application design
- protyping & A/B testing
- marketing design
- illustration

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WORK EXPERIENCE

AUGUST 2016 – PRESENT

GearLaunch – *UI Product Designer*

- Creates ideal user flows and pixel-perfect mockups for B2B2C the ecommerce platform
- Prototypes desktop and mobile interactions for testing clarity
- Implements styling changes in CSS (using IntelliJ, SourceTree, & GitHub for version control)
- Routinely runs A/B tests with the Product Team and iterates on findings

JUNE 2016 – AUGUST 2016

CrossCap – *UIX Product Designer*

- Designed web mobile application interfaces for B2B products
- Conceptualizes UX flows and interactions for improved usability

JAN. 2015 – JUNE 2016

Plastiq – *Visual Designer*

- Created marketing designs (emails, landing pages, and plastiq.com) and sales collateral (case-studies, how-it-works guides, endorsement materials, etc.)
- Designed core UX flows, wireframes, and mockups for Plastiq web application

DEC. 2013 – DEC. 2014

Rooster Grin Media – *Designer & Front-End Web Developer*

- Designed and developed client-facing websites from pixel-perfect visual mockups to fully responsive customized Wordpress sites
- Managed maintenance & design requests for over 80 clients internationally

FEB. 2013 – DEC. 2013

Axciom Digital Impact – *Art Director & Designer*

- Art direction for landing pages & email campaigns for AT&T, Sam's Club, Sony Rewards, Kmart, U.S. Bank, Skype, etc.

JUN. 2009 – PRESENT

Right Brain Designs – *Freelance Full Service Designer & Developer*

- Provides small to mid size companies with design services from branding to print, web design, development, consulting and mobile application design

EDUCATION

UNIVERSITY OF FLORIDA – *Gainesville, Florida*

Advertising B.S. (Graduated Summa Cum Laude)

REFERENCES

Nancy Moy – *Senior Developer & Designer* – Rooster Grin 415.519.1643

Ivy Montgomery – *VP of Marketing* – Layer 408.420.5119

Tom Carluccio – *Senior Product Manager* – CrossCap 850.320.3199