

Rachel Eisner

Visual
Designer,
UX Unicorn

Rachel Eisner

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Experience

Dream Factory of Phoenix | Board of Directors

A four-star charity, granting dreams to critically and chronically ill children. Dream Factory of Phoenix is a local chapter among the ranks of the non-profit organization Dream Factory, Inc. (Volunteer-based and part-time)
OCTOBER 2019 - PRESENT, Scottsdale, AZ

- Coordinate and manage volunteers for charity events (pre-pandemic)
- Plan and organize events including, but not limited to, vendors, donations, raffles, and venue
- Work with Board to vet applications, meet applicants, and determine eligible recipients
- Our new chapter was critical in consulting and advising the restructuring of Dream Factory, Inc.'s website, online marketing/advertising, creation of donation funnel pages, introducing them to Google AdWords, and securing grants

ShipChain | Director Sales Operations

Utilizing blockchain technology to help reduce food recalls/food waste and create more trust and transparency in the logistics and supply-chain industries.
NOVEMBER 2018 - NOVEMBER 2020, Greenville, SC (Remote)

- Provide leadership within the sales team, cross-functionally, and directly manage remote SDRs
- Built peer support and internal solid company relationships with other key management personnel in the product, marketing, and other departments to improve operational efficiency
- Regularly participate in new product development education, marketing updates, and other critical business operations functions
- Attend webinars, conduct research, and evaluate economic conditions that may affect the ability to sell software, penetrate new markets, maintain and improve
- Work with marketing to guide and develop customer-facing material
- Directed the development and implementation of enabling technologies such as CRM, emailing tools, task management, etcetera
- Proactively identify opportunities for improvement, working closely with CEO and CRO to inspect sales process quality, prioritizing areas for improvement
- Conduct meetings and demos, some alongside CEO, CRO, and Director of Product, with top executives from Fortune 100/500/1000 companies to small businesses

ShipChain | Executive Administrator

Utilizing blockchain technology for modern solutions to logistics and supply-chain industries.

NOVEMBER 2018 - NOVEMBER 2020, Greenville, SC (Remote)

- Work directly with Chief Officers to ensure they are aware of schedules and on task
- Record minutes for Board of Director meetings
- Ensure every company department is communicating effectively

Reputation Resolutions | Vice President, Sales Operations

Repairing, enhancing, protecting, and managing online reputations.

FEBRUARY 2018 – NOVEMBER 2018, Denver, CO (Remote)

- Generated 26% in new business growth
- Managed Executive Accounts, handling the most extensive account base
- Took over client-facing operations to ease the workload on the CEO
- Assumed responsibility of backend operations and directly managed all vendors and contractors, ensuring deadlines met with quality work to reduce the workload on the COO
- Developed new, effective sales processes and backend sales operations, including but not limited to implementation of enabling technologies for CRM and email cadences, ensuring effortless sales response, maximizing sales, and minimizing time spent

The Kelly Law Firm | Legal Administrator

Specialized online defamation legal defense.

MAY 2011 - FEBRUARY 2018, Scottsdale, AZ

- Managed the day to day operations, purchasing, and office supervision
- Lead and implemented monthly process for client billing and attorney commissions payroll
- Monitored client accounts to ensure accounts were current and satisfied, identified and developed business opportunities when applicable

J. Phillip Glasscock PC | Legal Assistant and Paralegal

MAY 2011 - FEBRUARY 2012, Scottsdale, AZ

- Filed chapter 7 and 13 bankruptcies using EZ Filing and ECF
- Drafted, formatted, and proofed legal documents to assist the attorneys
- Organized, scheduled, and maintained deadlines such as hearings, response dates, etcetera
- Assisted attorneys by contacting the courts, taking notes, doing research, etcetera

LegalACE | Mapper

JANUARY 2011 – MAY 2011, Scottsdale, AZ

- Quickly trained to perform basic programming in a short timeframe and immediately implemented new skills efficiently with no prior experience to assist in a quick turnaround for product launch
- Assisted lead Developer to map corresponding fields in legal

documents creating a more convenient application process for the end consumer

- Created graphics and media for clients

Search Control (MECSB) | Social Media Manager

JANUARY 2011 – MAY 2011, Scottsdale, AZ

- Managed several client accounts, advanced to a managing role very quickly
- Maintenance accounts daily improving search results and visibility
- Created ads and press release to increase the client's visibility and workload

Light Chasers | Project Manager, Graphic Designer, and Author

DECEMBER 2010 – MAY 2011, Scottsdale, AZ

- Author, designer, and content creator for "Colors and Textures of Italy by Louis Cantillo"
- Photoshop expert, maximizing the appearance of photographer's work
- Worked directly on photographer's side projects and helped to map out a series of coffee table books

MECSB | Designer

APRIL 2010 – MAY 2011, Scottsdale, AZ

- YouTube video production and marketing intern, quickly hired full time
- Worked as a team member developing web design, logos, architectural drafting, and content
- Conducted meetings directly with clients to finalize design plans and implement their needs

Education

University of Arizona | Certificate, UX/UI Design

November 2020 - June 2021

Arizona State University | BA, Digital Visualization

AUGUST 2005 - DECEMBER 2009, Tempe, AZ

Paradise Valley Community College | Associates, General Studies and Art

AUGUST 2003 - DECEMBER 2005, Paradise Valley, AZ

Attained 2 Associates degrees while simultaneously attending high school through a dual enrolment program offered through AAEC

Skills

3D Studio Max, Acrobat, AdobeXD, ArchiCAD, AutoCAD, Basecamp, Branding, Guidelines, Card Sorting, CodePen, CSS, DanceForms, Design Concepts, Design Systems, Dreamweaver, Excel, Figma, Final Cut Pro, Flash, Form-Z, Frontend Development, GIS, GitHub, Google Drive, High-Fidelity Prototyping, Heuristic Evaluation Reports, HTML, HubSpot, Icon Libraries, Ideation

Techniques, Illustrator, Interactive Prototypes, Invision Studio, JavaScript, MicroStation, Miro, Outlook, Paper Prototypes, Pattern Libraries, Photoshop, PipeDrive, Pixel-Perfect Mock-Ups, PowerPoint, Prototyping, Publisher, Rhino, SerpBooks, SketchUp, Strikingly, Style Guides, TypeForm, Usability Reports, Usability Testing, User Personas, User Journey Mapping, User Research, User Testing, User Testing Reports, Vendasta, Visual Studio Code, Visual Style Guides, Wireframes, Word, WordPress, Zoom

Projects

SiteSeer | [Travel Planning App](#)

Overview

Tools/Skills:

[Link](#)

Time Well Spent | [Homeless Volunteer App](#)

Overview

Tools/Skills:

[Link](#)

Dream Factory of Arizona | [Responsive Website Redesign](#)

Overview

Tools/Skills:

[Link](#)

Sirius App | [Responsive Website Redesign](#)

Overview

Tools/Skills:

[Link](#)

Department of the Interior | [Responsive Website Redesign](#)

Overview

Tools/Skills:

[Link](#)

Home Assistance | [UX Research](#)

Overview

Tools/Skills:

[Link](#)