



# rachel tschanz

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Versatile web designer with a keen UX/UI eye, blending creativity with technical prowess. Proven track record in crafting stunning, user-friendly media. Passionate about blending aesthetics and functionality to deliver powerful digital experiences.

## WORK EXPERIENCE

*Web/Graphic Designer, Madwire, Fort Collins, CO*

*10/2017 - 11/2023*

- o Tenured member of creative team at a fast-paced agency specializing in small businesses, utilizing Adobe Suite and Canva to execute all forms of digital design on a variety of platforms, including Madwire's proprietary platform Websites 360 and Wordpress, using builders like Webflow, Elementor, Divi, Wix, Shopify, Squarespace, etc
- o Adept at creating high quality, user-centric work within tight deadlines, ability to switch quickly and efficiently between varying tasks and nimbly adapt to rapidly evolving processes
- o Recognized in department meetings
- o Extensive experience with most industries and ability to craft a diverse array of design styles

*Lead Web Developer, Brighter Vision, Louisville, CO*

*7/2015 - 8/2017*

- o Integral part of a core team in a successful startup wearing many hats in the mental health industry responsible for training new hires, came onboard with about 200 websites and helped bring the number to almost 1500, and lowered cancellation rate, and voted MVP in 2017
- o Employ emotional intelligence and professional discernment in working relationships with clients and advising on design of their website and marketing their business

## EDUCATION

*Certificate of Multimedia Web, Web Page, Digital/Multimedia and Information Resources Design, Front Range Community College, Westminster CO* *2015*

*Bachelor of Arts (B.A.), Painting, Colorado State University, Fort Collins CO* *2012*

Adobe Suite • Figma • Wireframing/Prototyping • HTML/CSS/JS

Team Player • Effective Communicator • Cross-team Collaborator • Proficient Multitasker  
Well-organized • Adaptable • Positive Mindset • Detail-oriented • Resourceful • Flexible  
Master Googler • Empathetic • Friendly