Rachel Edelman

Work Experience

Code for America - Product Designer
Contract, November 2016 - March 2017

Product design for tools to help entrepreneurs start and grow their businesses. Translated research and client goals into wireframes, polished user interfaces, and CSS. Collaborated closely with a researcher and engineers to develop and deploy products for two clients on schedule, simultaneously. Designed work consistent with an existing pattern library, as well as developing a visual identity for a new site.

Code for America - Design Fellow
January 2016 - November 2016

Led design on a small interdisciplinary team as part of a competitive fellowship program. Contracted with a municipal government to develop products and introduce employees to agile software development practices and user-centered design.

- Led user research and conducted stakeholder interviews. Synthesized research by creating journey maps and other documents to share insights with team, clients, and funders.
- Designed and executed all design deliverables, including wireframes, user interface mockups, communications, and marketing materials. Wrote content for outreach campaigns.
- Wrote front-end HTML and CSS, designed and conducted usability tests, trained end users.
- Created and ran workshops on design principles and techniques. Assisted city in the creation of a Data Academy. Wrote training materials.

BuzzFeed - Product Designer
August 2011 - August 2015

Designed internal tools and public-facing interfaces for hundreds of millions of users on mobile web and desktop. Balanced business goals and user experience while ensuring visual consistency across the site. Saw projects from conception to launch: defining goals, background research, creating mockups, iterating designs, presentations to stakeholders, and feature implementation. Collaborated with project managers, engineers, and end users.

Contact

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San Francisco, CA 94114

Portfolio

racheledelman.com
github.com/racheledelman

Education

School of Art + Design, Purchase College
Bachelor of Fine Art, Graphic Design, '11

Community Involvement

Volunteering, including long term projects:

- Designed, sketched, and supervised the painting of three murals at an elementary school
- Certified as IRS volunteer tax preparer and assisted low-income residents in filing taxes
- Assisted low-income high school students in preparing college financial aid applications

Skills

Sketch, Adobe Creative Suite, Omnigraffle, HTML, CSS, Git, prototyping, usability testing