

Rachel Edelman

Work Experience

Code for America - Product Designer

November 2016 - Present

Product design and research to create tools for entrepreneurs. Balance the priority of simultaneous projects for multiple clients. Design work consistent with existing pattern libraries, as well as execute visual design for new project.

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.

Research

Led user research and conducted stakeholder interviews. Synthesized research by creating journey maps and other documents to share insights with team, clients, and funders.

Design

Designed and executed all design deliverables, including wireframes, user interface mockups, communications, and marketing materials. Write content for outreach campaigns.

Implimentation

Wrote front-end HTML and CSS, designed and conducted usability tests, trained end users.

Training

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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Portfolio

racheledelman.com/portfolio
github.com/racheledelman

Education

School of Art + Design,
Purchase College
Bachelor of Fine Art in Graphic Design,
2011

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