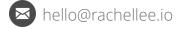
RACHEL LEE







DESIGN&RESEARCH EXPERIENCE

RACHEL LEE

FREELANCE

June 2014 to Apr. 2015

- Designed and built responsive websites and print media to increase market penetration by 15% and increase web traffice by 10% per client
- Identified trends and causal connections to develop and execute clients' business strategies

GENERAL ASSEMBLY

June 2015 to Sept. 2015

UX DESIGN

- 12-week project-based course
- · Conducted user research and usability tests
- Produced full UX documentation deliverables: personas, content & business analyses, feature prioritization, wireframes, and prototypes

UNIVERSITY OF WASHINGTON **PSYCHOLOGY** DEPT.

Dec. 2012 to June 2014

HONORS RESEARCHER

- Led and trained 10 technicians
- Conducted research on 103-person test group and presented analysis to senior faculty and collegiate community at research conference
- Designed original testing method to test hypotheses and evaluated best method of multivariate analysis
- Synthesized research data points and improve experimental design by eliminating testing errors

EDUCATION

General Assembly - UX Design

Sept. 2015

Certificate in UX Design

University of Washington

June 2014

B.S. Psychology (Honors, 3.57/4.00) B.A. Sociology (Honors, 3.76/4.00)

Honors Thesis

"An Investigation of the Impact of Focused-Breathing Meditation on Impulsivity in Emerging Adults"

DESIGN PRACTICES

Prototyping User interviews Wireframing Card sorting Sketching Taxonomy Usability testing Business analysis Navigation Competitive analysis

PROFESSIONAL EXPERIENCE

HOMESUITE

PARTNERSHIPS MANAGER

Aug. 2015 to present

- · Opened our New York market and had the highest conversion of any market within weeks of opening
- Built strong partnerships with brokerage firms and management firms with 100s of properties
- · Leading strategies for opening new markets and building landlord incentives.

HOMESUITE

SALES REPRESENTATIVE

Apr. 2015 to Aug. 2015

- · Led Bay Area sales, consistently achieving highest daily conversion rate of up to 85%
- Increased company's client base by 40%, helping the company grow 30% every month
- Assessed platform improvements and market conditions and adapt sales approach accordingly

PERFECT DAY SEATTLE

Aug. 2011 to Mar. 2015

OPERATIONS MANAGER

• Managed entire residential property portfolio, minimizing risks, improving public and customers relations, and selecting properties for portfolio, increasing profitability by 30%/yr.

TOOLS&SKILLS

Sketch 3 HTML5 CSS3 Balsamiq Photoshop **SASS**

Illustrator Responsive Design

Invision Git

Keynote

LANGUAGES

English (bilingual) Mandarin (bilingual) Spanish (intermediate)

AWARDS

Dean's List (2009-2014) Alpha Kappa Delta (Honors Society) Phi Eta Sigma (Honors Society)