

RACHEL LEE



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heythererachel.com

DESIGN&RESEARCH EXPERIENCE

RACHEL LEE

June 2014 to Apr. 2015

FREELANCE

- Designed and built responsive websites and print media to increase market penetration by 15% and increase web traffic 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

PROFESSIONAL EXPERIENCE

HOMESUITE

Aug. 2015 to present

PARTNERSHIPS MANAGER

- 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

Apr. 2015 to Aug. 2015

SALES REPRESENTATIVE

- 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.

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

Wireframing

Sketching

Usability testing

Navigation

User interviews

Card sorting

Taxonomy

Business analysis

Competitive analysis

TOOLS&SKILLS

Sketch 3

Balsamiq

Photoshop

Illustrator

Invision

Keynote

HTML5

CSS3

SASS

Responsive Design

Git

LANGUAGES

English (bilingual)

Mandarin (bilingual)

Spanish (intermediate)

AWARDS

Dean's List (2009-2014)

Alpha Kappa Delta (Honors Society)

Phi Eta Sigma (Honors Society)