

RACHEL LONGORIA

SERVICE DESIGNER

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rachellongoria.github.io/portfolio/

EXPERIENCE

Data and Design Intern Feb 2021 - Current
Texas Water Development Board

Work with technical specialists and other staff to support priority initiatives in TNRIS for the development of a statewide water data hub. Organized and presented design research findings to stakeholders. Developed a design criteria, concepts, and design system. Reviewed, documented, and prioritized water datasets.

Service Design Intern Jan 2020 - May 2020
City Of Austin Office of Design & Delivery

Conducted user research by facilitating a journey mapping workshop with the City of Austin's Service Design Lab. Conducted interviews and gathered data to create a post-project client survey that measures project implementation and impact. Created a visual flow chart and pamphlet for client office visits to help explain project timelines.

Research and Design - Contract Dec 2018 - Oct 2020
Pour House Pints & Pies

Conducted heuristic analysis on company's website and worked with a coworker to redesign site and create a QR accessible menu. Collected feedback from coworkers and worked with managers to add POS features that improved Front of House task flows.

Technical Advisor Jan 2018 - Dec 2018
Electronic Arts

Designed recap pdfs for my team's monthly meetings. Participated in usability testing with our UAT team which improved the experience of our internal customer management tool. Updated multiple internal processes which helped improve the quality of our customer calls.

Lead Trainer/Bartender Feb 2011 - Jan 2018
Chili's Grill & Bar

Redesigned the entire training program for our restaurant which improved the on-boarding process for new hires and trainers

EDUCATION

A.A.S. Honors Visual
Communication - User Experience
Design

Austin Community College
Aug 2018 - May 2020

SKILLS

Design

Sketching, Personas, Storyboarding,
Journey mapping, User flows,
Wireframing, Rapid prototyping

Research

Usability testing, Contextual inquiry,
In-depth interviews, Heuristic
analysis, Affinity mapping, Service
blueprints

Tools

Adobe XD, Adobe Photoshop, Adobe
Illustrator, Sketch, Figma, Invision,
Mural, JIRA, Miro, Trello, Slack,
Google Drive

