# Rachel Paner

UI/UX Designer

rachelpaner.github.io

## Contact

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## Experience

### Lead Marketing & Graphic Design Assistant
UCSD Campus Performance and Events Office

*January 2022 - current | La Jolla, CA*

- Produced graphic/video social media collateral to promote large-scale events and artists for the leading Department of Arts at UC San Diego

- Attained sales goals by formulating marketing strategies and analyzing trends to reach UCSD students, alumni, and greater San Diego area

- Directed and mentored teams of promotions assistants while delegating marketing collateral and research tasks

### Instructional Assistant - DSGN 100 (Prototyping)
UCSD Cognitive Science Department

*September 2022 - December 2022 | La Jolla, CA*

- Supervised studio sessions and facilitated student critique and discussion

- Advised students through guided feedback to maximize achievement on design projects

### UI Designer
UCSD Circle K Tech Team

*September 2021 - March 2022 | La Jolla, CA*

- Revitalized original UCSD Circle K desktop and mobile website using Figma in teams of 2-3 UI Designers

- Enhanced user-experience and accessibility of website by applying user research insights and analyzing effects of color, shape, and typography

### Creator
Rachel's Flower Factory

*March 2020 - current | Dublin, CA*

- Launched and operated Instagram jewelry brand with portion of profits donated quarterly to ACLU

- Independently designed and created physical products, digital art, and photoshoots for product launches and marketing collateral

- Enhanced customer retention by directly communicating with individual clients to create personalized experiences and custom products

## Education

**UC San Diego**

*September 2020 - June 2024*

B.S. Cognitive Science (Design & Interaction)

Minor in Computer Science

GPA: 3.9/4.0 *(Provost's Honors)*

## Skills

Prototyping
Wireframing
Interaction Design
Visual Design
Storyboarding
User Research
User Flows
Usability Testing
Design Systems
Data Analysis
Heuristic Evaluation

## Tools

Figma
Photoshop
Illustrator
InDesign
Procreate
Google Workspace
Microsoft Office
Bootstrap
Dovetail
Miro

## Languages

HTML/CSS
JavaScript
Java
Python