Rachel Paner

UI/UX Designer

San Diego, CA

Contact

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Experience

App Designer
UCSD Mobile Systems Design Lab

February 2023 - current | La Jolla, CA

- Designed interface and optimized user experience for both patient-facing and physical therapist-facing sides of machine-learning based physical therapy app

- Collaborated closely with product manager, developers and stakeholders to ensure design aligned with technical feasibility and business objectives

UX Design Intern
Trees.app

Jan 2023 - April 2023 | Remote

- Participated in design sprint to ideate, wireframe, and prototype recommendation mechanics for machine learning-based student productivity app

- Conducted quantitative & qualitative research through competitive analysis, surveys, and user interviews

UX/Graphic Designer
Packed

November 2022 - April 2023 | La Jolla, CA

- Created graphics, marketing collateral, and site/app screens weekly using Figma and Adobe Creative Suite for student-created sustainable food delivery startup

- Collaborated with marketing to ideate and enforce visual rebranding guidelines across all user-facing material for hard launch to over 40,000 students

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

January 2022 - current | La Jolla, CA

- Produced graphic/video digital and print collateral to promote large-scale events and artists for Associated Students Concerts and Events, ArtPower, and Epstein Family Amphitheater

- Directed and mentored teams while delegating design and research tasks and formulating marketing strategies to reach over 40,000 UCSD students, alumni, and the greater San Diego area

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
After Effects
Procreate
Microsoft Office
Bootstrap
Dovetail
Miro

Languages

HTML/CSS
JavaScript
Java
Python