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 and print 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 sections and facilitated critique and discussion sessions for 50+ students

- 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