

# Rachel Paner

UI/UX Designer

rachelpaner.github.io

## Contact

(925) 325-8583

rachelpaner@gmail.com

linkedin.com/in/rachelpaner

## Experience

### Instructional Assistant - DSGN 100 (Prototyping)

UCSD Cognitive Science Department

*September 2022 - current | La Jolla, CA*

- Supervised studio sessions and facilitated student critique and discussion
- Advised students through guided feedback to maximize achievement on design projects

### 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

### 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

### 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

## 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