

RAE MALSCH

📍 Milwaukee, WI

CONTACT

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TOOLKIT

Adobe CS 
(Photoshop, Illustrator, InDesign, XD)

HTML 5/CSS 

Javascript 

Sketch 

InVision 

Wordpress 

Git 

OTHER SKILLS

Art Direction

Concepting

Photo Retouch

Email Campaign/Design

Responsive Web Design

Wireframing

Prototyping

User Research/Stories

Agile

* Please note that my portfolio does not contain UX work from my current position. My customer-facing + internal product designs are still in the QA process. Happy to provide samples upon request.

ABOUT ME

I am a self-starter with strong interpersonal skills. Building positive relationships with team members is essential in successful team collaboration. I am passionate about understanding the user journey, and making their experience simple while beautifully designed (no matter the underlying complexity). I also have a great sense of humor. 😊

EXPERIENCE

UX Designer | Wantable | Milwaukee | 4.2018 - current

Responsible for shaping the internal and customer-facing products and innovating/optimizing existing experiences and processes. I use an Agile process of documenting user research/ journeys/flows, wire-framing, visual mock-ups, lo-fi and hi-fi prototypes, utilizing feedback along the way. I work closely with developers to ensure the designs implemented correctly. Please do not judge based on the design of wantable.com. It is undergoing a major re-design.

Web Designer | UW-Milwaukee | 8.2016 - 4.2018

Responsible for UX vision and strategy of UWM.edu. After collaborating with stakeholders to define the project scope, I sketched, made wire-frames, visual mock-ups, lo-fi prototypes and developed final production web pages and micro-sites; taking the project from concept to completion.

Digital Designer | Kohls | 8.2015 - 8.2016 | Contractor/Freelance

Implemented digital projects (such as emails, landing pages, loyalty and social campaigns) from conception to completion. Collaborated with stakeholders and creative team on all projects to develop creative solutions for great user experience.

Digital Designer | Bon-Ton | 1.2011 - 8.2015

Designed digital projects across multiple channels (website, emails, banner ads, blog, social media).

EDUCATION

UW-Parkside | 1 yr. Digital Design (5.2009 B.A.)

UMN - Twin Cities | 2 yrs. Fine Arts + Digital Design

University of Sydney, AU | 1 yr. Digital Design + Indigenous Studies