



# RACHEL MACDONALD

DESIGNER | ANALYST | STORYTELLER

[HTTPS://RAEUSERIX.WIXSITE.COM/PORTFOLIO](https://raeuserix.wixsite.com/portfolio)

## EDUCATION

**George Washington University**

AUGUST, 2024 (In Progress)

GW UX/UI CERTIFICATION

**James Madison University**

MAY, 2020 || GPA: 3.812

Major:

WRITING, RHETORIC AND TECHNICAL  
COMMUNICATION (BA)

Minors:

GENERAL BUSINESS AND THEATRE

## AWARDS

**JMU- President's List:**

FALL 2017 - FALL 2018, FALL 2019

**JMU- Dean's List:**

SPRING 2017, 2019, 2020

## SKILLS

- Written and Oral Communication
- Editing
- Document Design
- Multimodal Design
- Problem-Solving
- Attention to Detail
- Team Communication
- Active Listening

## PLATFORMS

- Figma/FigJam
- Adobe Photoshop (Novice)
- Github (Novice)
- Visual Studio Code (Novice)
- Jira and Confluence
- Microsoft Software-  
Word, Powerpoint, Excel, Publisher

## PROJECTS

### Little Wanderers NYC Responsive Web Design

- Collaborated with a team of UX researchers to understand the users' goals when supporting an animal welfare non-profit and existing usability pain points in the Little Wanderers website.
- Designed, prototyped, and iterated low, mid, and hi-fi products (desktop and mobile) in Figma.
- Facilitated usability and A/B tests to define the prototype's successes and pain points.

### DayCay Travel Application

- Analyzed and iterated product solutions based on the user problems discovered during the interview stage.
- Prototyped and iterated a lo-fi user flow in Figma.

## WORK EXPERIENCE

### Business Analyst

LINKWARE GROUP- A PANGIAM COMPANY

June 2020 - Present

- Designing and presenting mockups to support potential solutions for client requirements.
- Facilitating requirement discussions to better understand client wants and needs.
- Coordinating with a team of developers and testers to troubleshoot and implement new and updated product enhancements.
- Composing training material and leading demonstrations to help users better understand upcoming product updates.
- Troubleshooting technical issues and addressing client feedback/concerns.

### Community Liaison Office Summer Hire

U.S. EMBASSY IN BELGIUM, BRUSSELS, BELGIUM

Summer 2019

- Designed 15+ flyers to promote embassy-official events.
- Published 4 articles for the embassy's weekly newsletter.
- Proofread and edited newsletter articles.
- Drafted 2 articles for the Federal Women's Program.