

# Rachel Waag

UX Designer

[rachelwaag.com](http://rachelwaag.com)

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## SKILLS

Visual Design	Usability Testing
Branding & Standards	Pattern & Market Analysis
Design Systems	Wireframing
WCAG Accessibility Guidelines	UX Auditing
Storyboarding & Journey Mapping	Prototyping
Data Visualization	Interaction Design
Web Development	iOS Design
Affinity Mapping	Documentation

## TOOLS

Sketch  
Adobe Creative Suite  
Adobe XD  
Figma  
InVision  
DSM  
Visual Studio

## DEVELOPMENT

HTML/CSS  
SASS/LESS  
JavaScript  
React.js  
PHP  
StencilJS  
Gatsby

## EDUCATION

**University of Central Florida, Orlando FL**

January 2015 - December 2019

BA Web Design

Minor Human Factors Psychology

## EXPERIENCE

**HCA Healthcare, UX Designer & Developer**

May 2019 - Present

Strategizing, managing and implementing a design system for responsive web, iOS and 10ft systems along with researching and identifying problems to design prototypes in clinical and enterprise settings.

**Colotek, UX Designer**

October 2018 - May 2019

Researched, designed and prototyped responsive web and mobile platforms for a more approachable, valuable and efficient experience for an internal- and external-facing audience.

**BANGS Shoes, Web Development Intern**

March 2018 - June 2019

Remastered and maintained company site in accordance to events, seasonal modifications and company updates. Worked on a passionate marketing team to successfully advocate the company's mission.

**UCF Restores, HCI Research assistant**

March 2016 - March 2017

Positioned as a research assistant in ethnographic human-computer interaction studies of children and an iPad application to analyze the effectiveness in the improvement of extreme childhood shyness.

**Graphic Designer, PARC**

April 2016 - August 2016

Designed logos, posters, flyers and promotional graphics in advocacy for those with developmental and intellectual disabilities.

**Freelance Photographer, Ray Waag Photography**

July 2014 - Present

Capture memories for families, graduates, newly-weds, engagements, pets, etc; as well as working collaboratively to create interpretational photographic arts.

**Freelance Graphic Designer, R&W Designs**

July 2014 - December 2018

Designed logos, graphics and print for small businesses and organizations to emphasize their brand.