Rachel Waag

UX Designer

rachelwaag.com
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SKILLS

Research: Usability Testing • A/B Testing • UserTesting • Affinity Mapping • Task Analysis • Ethnographic Studies • Cognitive Analysis • User Interviews • Personas

Design: InVision • Sketch • Figma • Adobe XD • Adobe Creative Suite • Design Systems • Wireframing • Mockups • Rapid Prototyping • Responsive Web Design • iOS Design • Visual Design • Apple HIG • Design System Documentation

Development: HTML5 • CSS3 • SASS/LESS • React • GatsbyJS • Design System Libraries • JavaScript

EDUCATION

University of Central Florida, Orlando FL
January 2015 - December 2019
BA Web Design
Minor Human Factors Psychology

AWARDS

2nd Place Adobe Creative Jam, Orlando FL
App Design | June 2016

2nd Place Adobe Creative Jam, Orlando FL
 App Design | June 2017

EXPERIENCE

HCA Healthcare, UX Designer & Developer
May 2019 - Present
Follow a user-centered, evidence-based design process to understand real user motivations and behaviors for design and engineering practices on responsive web desktop applications and native iOS devices. Manage a company-wide design system for various products and entity brands for responsive web, mobile and 10ft television devices.

Colotek, UX Designer
October 2018 - May 2019
Built data-driven applications for responsive web and mobile applications in direction of research findings, stakeholder input and user needs.

BANGS Shoes, Front-End Web Developer
March 2018 - June 2019
Refactored company website to embrace scalable solutions for the growing business via Shopify and reflected seasonal branded updates throughout the site.

UCF Restores, HCI Research Assistant
March 2016 - March 2017
Administered ethnographic human-computer studies of children and an iPad application to analyze the effectiveness in the improvement of extreme childhood shyness.

PARC, Graphic Designer
April 2016 - August 2016
Designed logos, posters, flyers and promotional graphics in advocation for those with developmental and intellectual disabilities.

Ray Waag Photography, Freelance Photographer
July 2014 - Present
Capture moments and memories for weddings, graduations, elopements, engagements and pets.

R&W Designs, Freelance Graphic Designer
July 2014 - December 2018
Curated visual print and digital designs alongside clients of small businesses and organizations to emphasize their mission, brand and voice.