

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

HCA Healthcare COVID Mission Champion, Nashville TN

Outstanding performance at HCA Healthcare during the COVID-19 Pandemic | 2020

2nd Place Adobe Creative Jam, Orlando FL

App Design | June 2017

2nd Place Adobe Creative Jam, Orlando FL

App Design | June 2016

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 advocacy 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.