# Rachel Waag

UX Designer

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

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

## TOOLS

Sketch
Adobe Creative Suite
Adobe XD
Figma
InVision
DSM
Visual Studio

## DEVELOPMENT

HTML/CSS
SASS/LESS
JavaScript
React.js
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 promotion 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.