



RACHEL BEISER

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PROFESSIONAL SUMMARY

I am a UX designer based in the NYC Metro area with a background in fine arts and visual design. As a designer, my mission is to design products, interfaces and services to humanize technology, empower users and help them live more fulfilled, meaningful and happy lives.

EXPERIENCE

Rachel Beiser Designs

Freelance Graphic and UX/UI Designer, *June 2016 - Present*

- Redesigning a law firm's responsive website. Roles includes information architecture, branding, UX/UI design
- Created the front and back covers for Yeshiva University's 2016-2017 academic planner using Adobe Illustrator and InDesign
- Input type and formatted a Hebrew/English youth prayer book for the Brotherhood Synagogue in Gramercy Park, NYC using InDesign

American Museum of Natural History | New York, NY, USA
Design Intern, 3D Exhibition, *September 2017 – December 2017*

- Built models of exhibition spaces and related objects to help identify problems within the areas and display a realistic picture of what the spaces will become
- Assisted with conceptualization of future exhibitions and researched related topics to evaluate the effectiveness of the idea at hand
- Created conceptual mood boards and sourced materials

Rexford Industrial Real Estate Acquisition | Los Angeles, CA
Marketing Intern, *June 2016*

- Created a variety of deliverables including an invitation for a broker event and a mood board for a company party, both using Adobe CS
- Assisted in organizing the yearly marketing budget using Excel
- Compiled property photos and information to write descriptions about the properties for the company website

PROJECTS

Family Room | iOS Application | View at rachelbeiser.com

- Created a multi-functional iOS app that connects users with the people they care about most. Users can interact with each other via group chat, media sharing, and phone and video conference calls.

Cubby | Mobile & Web Application | View at rachelbeiser.com

- Created a cloud-storage app created for students to optimize organization and increase productivity. Students can create original content as well as upload, browse, save and collaborate on existing content using the app.

EDUCATION

Bloc, *January - November 2018*

Certificate, UX/UI Design and Front-end Development

The Design Gym, Design Thinking Crash Course | Brooklyn, NY, 2018

Participated in a crash course and learned fundamentals and principles of empathic design and design thinking

Parsons School of Design

Summer Open Campus
New York, NY, 2017

Interior Space Planning, AutoCad

Yeshiva University Stern College for Women | New York, NY, 2017

BA, Studio Art and English Communications

SKILLS

UX/UI Design
Visual Design
User Research & Testing
Brand Design & Identity
Information Architecture
Wireframing & Prototyping
Management
Leadership
Public Speaking

TOOLS

Adobe Creative Suite
Adobe XD
Figma
Sketch
InVision
Usability Hub
HTML, CSS & JavaScript
Git/GitHub