



# 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.

## PROJECTS

### Cubby | Mobile & Web Application

- Created a cloud-storage app created for students to optimize organization and productivity for their work
- Students can create original content as well as upload, browse, save and collaborate on existing content using the app
- View project case study at [rachelbeiser.com](http://rachelbeiser.com)

## EXPERIENCE

### 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

### Rachel Beiser Designs

Freelance Graphic Designer, June 2016 - August 2017

- 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 Adobe InDesign

### 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

## EDUCATION

### Bloc, 2018 - Present

UX/UI Design and Front-end Development Apprenticeship

### 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  
Figma  
Sketch  
InVision  
Usability Hub  
HTML, CSS & JavaScript  
Git/GitHub