

Rachel Paner

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EXPERIENCE

Undergraduate Instructional Assistant | DSGN 100 - Prototyping September 2022 - current

UCSD Cognitive Science Department | San Diego, CA

- Supervise studio sessions and facilitate student and team discussions
- Advise students through guidance and feedback to increase achievement on design projects

Lead Marketing & Graphic Design Assistant January 2022 - current

UCSD Campus Performance and Events Office | San Diego, CA

- Create graphic and video social media collateral to promote large-scale events and artists for the leading Department of Arts at UC San Diego
- Formulate marketing strategies to reach UCSD students, alumni, and population in greater San Diego area
- Direct and provide mentorship to teams of promotions assistants while delegating marketing collateral tasks

Creator March 2020 - current

Rachel's Flower Factory | Dublin, CA

- Launched and operate social media jewelry brand with portion of profits donated quarterly to ACLU
- Independently design and create physical products and digital art for marketing purposes
- Directly and consistently communicate with customers to create personalized products and experiences
- Organize product launches and photoshoots and edit product photos

UI Designer September 2021 - March 2022

UCSD Circle K Tech Team | San Diego, CA

- Revitalized original UCSD Circle K website using Figma with team of UI Designers
- Enhanced user-experience and accessibility of website by applying feedback, criticism, and user research
- Synthesized accessibility and aesthetics by analyzing effects of color, shape, and typography

EDUCATION

University of California, San Diego | B.S. in Cognitive Science w/ Spec. Interaction & Design 2020-2024

| Minor in Computer Science

- GPA: 3.9/4.0
- Provost's Honors

SKILLS

Programming Languages: Python, Java

Tools: Figma, HTML/CSS, JavaScript, Bootstrap, Adobe Photoshop, Illustrator, InDesign, Google Workspace, Procreate, Microsoft Office, Dovetail

Prototyping, Wireframing, UI/Graphic Design, Storyboarding, User Research, User Personas, User Testing, Usability Testing, Design Systems, Data Analysis