Rachel Paner

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EXPERIENCE

Undergraduate Instructional Assistant | DSGN 100 - Prototyping   **September 2022 - current**
UCSD Cognitive Science Department | San Diego, CA
- Lead studio sessions and facilitate student and team discussions
- Provide guidance and feedback for assignments and 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
- Lead teams and provide mentorship to 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
- Collaborated with other UI Designers to completely redesign UCSD Circle K website using Figma
- Applied feedback, criticism, and user research to improve user-experience and accessibility of website
- Analyzed effects of color, shape, and typography on the integration of accessibility and aesthetics

EDUCATION

Dublin High School | High School Diploma   **2016-2020**
- GPA: 4.3/5.0

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, Adobe Photoshop, Illustrator, InDesign, Google Workspace, Procreate

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