

Rachel Paner

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EXPERIENCE

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
- Collaborate with other artists to create brand logo
- Promote shop on social media platforms to increase traffic and brand awareness

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
- Completed projects in 2-3 person groups based on fast-paced schedule of weekly and bi-weekly deadlines
- 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
| Minor in Computer Science

2020-2024

- GPA: 3.9/4.0
- Roosevelt College Honors Program

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