

Rachel A. Donné

rachel.donne@gmail.com – (419) 601-2433 – www.racheldonne.com

Summary of Skills

UI/UX Skills:

- Expert knowledge of the mobile and desktop UI/UX development process
- Expert knowledge of Sketch and Balsamiq prototyping software
- Advanced understanding of Google Material Design and IOS libraries
- Refined prototypes, sketches, wireframes, and storyboards for mobile IOS, Android and desktop projects
- Worked on both customer-facing and b2b projects
- Visualized UI interaction design, and aligned usability needs with the information presented
- Worked closely with Scrum Masters within an Agile environment
- Worked directly with developers to refine and implement new features
- Showed changes to business interests through hosting presentations
- Prepared UI concepts for development with detailed instructions and templates
- Worked quickly to update and add new features to user experience based on feedback
- Produced countless UI elements including iconography, navigation elements, infographics, and high-fidelity mockups

Graphic and Brand Design Skills:

- Expert knowledge of Adobe Photoshop/Illustrator
- Created fully rendered, custom vector illustrations for use on apparel, book covers, and other products
- Developed style guides highlighting company logo, color schemes, and font usage
- Developed business cards, email templates and other branded material
- Designed a suite of marketing items: fliers, posters, tablecloths, food packaging and wall art
- Created dozens of fully rendered vector illustrations

Work Experience

Rexel USA, *Senior UX Designer* (Beaverton, OR)

2018 – Now

I work on a small team of UX designers, helping to direct the user experiences of a suite of B2B sales and marketing tools for Platt Electronic Supply. I am also a key player in the complete redesign of the company's consumer facing online storefront. We are working to update our designs not only across the current Platt user base, but also to the businesses and customers of our new parent company, Rexel USA.

Bunchball, *Visual UI/UX Designer* (Beaverton, OR) 2017 – 2018

Designing within our proprietary software and other industry platforms, I helped to translate our client's gamification needs into innovative design solutions that stay true to their brand identity. I created the visual strategy for quick turnaround of client badges and other assets, as well as develop unique and custom designs where applicable. In addition, I worked with our client's internal UI/UX teams to help with Bunchball API integration when using custom platforms.

BBox, Nourish Technology Inc., *Brand/Visual Designer* (Mountain View, CA) 2016 – 2016

I designed marketing material, branding, and other visual elements for Nourish Technology and their flagship brand, BreakfastBox. My work included designing printed elements such as flyers, posters, and paper bags. I also developed a style guide and visual identity for the BreakfastBox brand through utilizing existing elements and designing new ones from scratch.

Western Digital, *Visual UI/UX Designer* (Mountain View, CA) 2014 – 2015

Using Agile principles, I collaborated with the UX & Design team to improve the look and feel of the Western Digital My Cloud brand. I designed key UI elements for the My Cloud iOS app and, in doing so, revitalized the user onboarding flow and file sharing experience. My responsibilities extended to the envisioning of info graphs to concisely communicate hardware and software functionality to the users. I also produced fully rendered vector illustrations for marketing campaigns.

Disney Social/Playdom, *UI/UX Designer* (Palo Alto, CA) 2012 – 2014

I had the privilege of coaching the initial visual direction of the iOS title STARPG. I piloted the early concepts for the user experience and interface designs by means of setting objective and strategic goals.

I was responsible for the complete redesign of the popular title Sorority Life. I accomplished 13 new in game 'travel locations' with a detail-oriented design process that fit the overall style of the game. This included creating flash banners, buttons, backgrounds, fonts, color scheme, and consumable assets. I was able to dynamically develop consistent high-quality material which greatly affected the overall look and feel of the game.

Zazzle.com, *Graphic Designer* (Redwood City, CA) 2009 – 2012

I worked with well know clients such as Disney, Lucas, and Nickelodeon to develop custom Zazzle e-commerce store fronts, virtual products, and marketing material for their creative assets. I also directed website and interface design mock-ups as needed.

In addition, I led a team of committed designers through the development procedure. During this time, I trained each team member and assured their designs were consistent with the Art Director's vision. I articulated their daily tasks and provided feedback on their progress.

Education

2001-2005 Bowling Green State University Bowling Green, OH B.F.A. Digital Arts