

# Rachel Donné

## Lead UI/UX Designer

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## Skills

### Leadership & Team Management

- Led my team of designers through the UX process: research, problem-solving, user flows, visual design, and production.
- Directed meetings, backlog, retrospectives, and collaboration sessions.
- Presented ideas to stakeholders, integrating feedback.
- Managed project backlog, user stories, effort pointing, and prioritization.
- Collaborated cross-functionally: industrial design, marketing, legal.

### UI & UX Design

- Expert in mobile/desktop UI/UX development.
- Proficient in Sketch, Figma, Balsamiq
- Produced prototypes, wireframes, storyboards for mobile, desktop.
- Worked on customer-facing, B2B projects.
- Aligned UI with usability needs.
- Collaborated with Scrum Masters in Agile settings.
- Worked directly with developers on feature implementation.
- Demonstrated changes to business interests through presentations.
- Prepared UI concepts with detailed instructions.
- Reacted quickly to feedback, updating features.

### Visual & Brand Design

- Proficient in Adobe Photoshop, Illustrator, & Premiere Pro
- Created custom vector illustrations for various products.
- Developed style guides for company branding.
- Designed marketing materials: fliers, posters, packaging, and wall art.
- Produced numerous fully rendered vector illustrations.
- Produced UI elements: icons, navigation, infographics, and mockups.

## Experience

### **Nautilus, Inc. - Lead/Senior User Experience Designer**

August 2023 - Present, Vancouver, WA

November 2021 - February 2023, Vancouver, WA

I worked to create an intuitive user experience for the next generation of in-home workout equipment. I collaborated with market researchers to help identify the needs of our core users, walking through their struggles and identifying ways to improve our products and services.

I led a team of designers through creation of user research, UX flows, video prototypes, low and high resolution mock ups of new features and UX concepts. I meet with teams from across the company to present our UX decisions and help back up our findings with user research, analytics and interviews.

### **Platt Electric Supply - Senior User Experience Designer**

December 2018 - October 2021, Beaverton, OR

I was part of 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 was also a key player in the complete redesign of the company's consumer facing online storefront. We worked to roll-out 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, Inc. - Visual UX / UX Designer**

May 2017 - April 2018, Beaverton, OR

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.

Along with client work, I was responsible for the evolution and upkeep of the Bunchball internal brand design, working with the marketing department on visual communications and supporting a wide variety of requests for visual assets across different business units.

### **Nourish Technology Inc. - Brand & Visual Designer**

July 2016 - October 2016, Beaverton, OR

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**

August 2014 - April 2015, Mountain View, CA

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.

## **Playdom - Disney Interactive - UI / UX Designer**

February 2012 - March 2014, Palo Alto, CA

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**

December 2007 - January 2012, Palo Alto, CA

I worked with well-known clients such as Disney, Lucas, and Nickelodeon to develop custom Zazzle e-commerce storefronts, 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**

### **Bowling Green State University / BFA**

Bowling Green, OH