

RACHEL *emily* MATTHEWS

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I am a thoughtful and collaborative UX Designer with a background in graphic design, branding and non-profits. I help clients figure out what their real needs are and find effective solutions. I'm always down to learn new things—for example if you know how to play the E-chord on the Ukulele, please let me know.

EXPERIENCE

CONTRACT UX DESIGNER

ARTEFACT/MY SWEET LIL CAKES

SEATTLE, WASHINGTON 2016

Our team of three researched and wireframes for an app that will help chefs manage recipe ingredients and inventory. As Project Manager, I kept us on schedule and MVP-focused. As UX Designer, I interviewed chefs to learn their current processes and pain points, developed a proto-persona, scenarios, sketches and four rapid prototype wireframe iterations for user testing.

USER EXPERIENCE DESIGN IMMERSIVE

GENERAL ASSEMBLY

SEATTLE, WASHINGTON 2016

For 10 weeks, I was immersed in a 70-hour-per-week user experience process conducting field-based user research to inform design solution, create prototypes and perform user tests. Five design challenges were presented as three week, two week and one week sprints plus one 24-hour hackathon. Projects included independent work and team collaboration.

FREELANCE GRAPHIC DESIGNER

2005-PRESENT

Short-term contract work for various clients and organizations. Projects have included: invitations, ads, annual reports, engagement photos and more.

MANAGER OF GRAPHIC DESIGN, BRAND & PRODUCTION SERVICES

GIRL SCOUTS OF CENTRAL MARYLAND

BALTIMORE, MARYLAND 2008-2015

My role evolved from Communications Associate (2008-2012) to Graphic Designer (2012-2014) to Manager of Graphic Design, Brand & Production Services (2014).

I wrote, designed, edited various print and digital publications, social media campaigns, and more. I also managed a team of two employees and various interns.

MARKETING COMMUNICATIONS COORDINATOR

SOUTHERN VINYL MFG. LLC, RALEIGH, NORTH CAROLINA

2002-2008

I conducted brand evaluations and market research, as well as produced materials to grow sales and ran special events.

PORTFOLIO

RACHELTHEDESIGNER.COM

SKILLS

UX & DESIGN SOFTWARE

Sketch, InVision, Axure, Basalmiq, Adobe Creative Suite (InDesign, Illustrator, Photoshop)

GENERAL AREAS OF EXPERTISE

UX Design, Graphic Design, Photography, Information Graphics, Corporate Identity & Branding, Writing & Editing, Screenwriting

AWARDS

Summit International Award (Bronze) for illustration, 2009

Summit International Award (Silver) for brochure redesign, 2008

EDUCATION

GENERAL ASSEMBLY 2016

User Experience Design Intensive

PRATT INSTITUTE 2008

Master Of Science

UNIVERSITY OF MISSOURI 2005

Bachelor Of Journalism

cheers!