Rachel K. Hawkins

Senior Product & Visual Designer

Product Designer with 9 years of experience blending human-centered design, visual storytelling, and cross-functional collaboration to deliver accessible, scalable and responsive digital products for social good.

Experience

Senior UX/UI Designer

Walgreens Boots Alliance | Oct 2024 - May 2025

- Led UX strategy for Patient Care Portal 2.0, streamlining pharmacist workflows, increasing medication adherence and patient engagement.
- Collaborated cross-functionally with engineers and PMs in Agile sprints, ensuring timely design delivery, accessibility compliance, and technical feasibility.

Senior Product Designer

Terumo Blood and Cell Technologies | Jun 2023 - Dec 2023

- Designed HIPAA-compliant UIs for medical devices and enterprise software, unifying the software suite experience.
- Improved usability testing accuracy by diversifying participants and streamlining feedback loops.
- Mentored junior designer in UX and accessibility best practices.

Senior Product Designer

SchoolPass | Feb 2022 - Dec 2022

- Designed responsive, student-and-educator-centered features across 9 K–12 platforms, improving satisfaction by 21%.
- Partnered closely with product, marketing, and education stakeholders to deliver mobile-first experiences that reduced support tickets by 17%.
- Advocated for accessibility and inclusivity in early-stage design, streamlining UX flows for students, teachers, and administrators.

UX/Visual Designer

AAA | Dec 2018 - Oct 2021

- Built and scaled multi-brand design system across web and mobile.
- Mentored two designers transitioning from print to digital, increasing team capacity.
- Designed Fins Car Wash loyalty app and redesigned AAA's membership sales funnel, increasing premium conversions by 4%.

Visual Designer

Calyptix Security Corporation | April 2016 - Dec 2018

- Established digital and print brand standards to improve consistency.
- Rebranded marketing collateral and redesigned company website.
- Boosted content downloads 57% and cut bounce rate 32% through UX-led web redesign.

Skills and Tools

Product and UX Design

Human-Centered Design, Interaction Design, Journey Mapping, Wireframing, Interactive Prototyping

Research & Strategy

User Testing, Design Thinking, Accessibility (WCAG 2.1), Inclusive Design

Team Collaboration

Agile, Cross-Functional Workflows, Design Systems, Product Strategy Alignment, Stakeholder Communication

Soft Skills and Values

Adaptability, integrity, inclusion, empathy, clarity, creative courage, servant leadership

Tools

Figma, Mural, Adobe Creative Suite, FigJam, Zeplin, Miro, HTML/CSS

Education

UNC Charlotte | 2016

B.A. in Art
B.A. in Communication, Minor in Public Relations

Awards

Best Android and iOS App Designs of 2024

By DesignRush

Contact

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