

# Rachel K. Hawkins

Senior UX Designer | Research-Driven Digital Experiences & Accessible Systems

UX/Product Designer with 9 years of experience across healthcare, education SaaS, and complex workflows. Skilled in research-informed design, accessibility, prototyping, and cross-functional collaboration.

## Experience

### Senior UX/UI Designer

Walgreens Boots Alliance | Oct 2024 - May 2025

- Supported UX strategy for pharmacy-facing healthcare software, including lightweight EHR-style and dispense-related workflows for internal pharmacy users.
- Translated complex pharmacy, legal, clinical, and technical requirements into clear user flows, scalable components, and stakeholder-ready design documentation.

### Senior Product Designer

Terumo Blood and Cell Technologies | Jun 2023 - Dec 2023

- Designed UX solutions in a highly regulated environment, translating complex requirements into accessible, user-centered digital experiences.
- Improved usability testing strategy and feedback synthesis to strengthen design rationale and support better product decisions.
- Mentored a junior designer in UX, accessibility, and best practices for scalable digital experiences.

### Senior Product Designer

SchoolPass | Feb 2022 - Dec 2022

- Designed responsive features across 9 K-12 platforms, improving satisfaction by 21% through clearer workflows and more intuitive user experiences.
- Partnered with product, marketing, and education stakeholders in an agile environment to deliver digital experiences that reduced support tickets by 17%.
- Advocated for accessibility and inclusivity early in the design process, streamlining journeys for students, teachers, and administrators.

### UX/Visual Designer

AAA | Dec 2018 - Oct 2021

- Built and scaled a multi-brand design system across web and mobile to improve consistency and support reusable design resources.
- Designed customer-facing application experiences and redesigned AAA's membership sales funnel, increasing premium conversions by 4%.
- Mentored two designers transitioning from print to digital, increasing team capacity and strengthening UX best practices.

### Visual Designer

Calyptix Security Corporation | April 2016 - Dec 2018

- Redesigned the company website and digital brand standards to improve clarity, usability, and visual communication.
- Reworked marketing collateral and key digital assets to create a more consistent user experience.
- Boosted content downloads 57% and cut bounce rate 32% through a UX-led website redesign.

## Skills and Tools

### UX & IA

Sitemaps, User Flows, Journey Mapping, Personas, Low and High Fidelity Wireframing, Interactive Prototyping

### Research & Accessibility

Usability Testing (1:1), Research Synthesis, Accessibility (WCAG 2.1), User-Centered Design

### Web & Design Systems

Large-Scale Digital Platforms, Design Systems, Responsive Web Design, Scalable Components, Developer Handoff

### Collaboration

Cross-Functional Collaboration, Stakeholder Presentations, Agile Workflows

### Tools

Figma, Adobe XD, InDesign, Illustrator, Photoshop, HTML/CSS, Zeplin, FigJam, Miro

## 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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