

Rachel K. Hawkins

Accessibility-Focused UX Designer

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Senior UX Designer with 9 years of experience designing and enhancing digital products for social good. Proven ability to lead strategy, advocate for accessibility, and drive measurable business outcomes through human-centered design.

Experience

Senior UX/UI Designer | Walgreens Boots Alliance

October 2024 - Present

- Led UX strategy for Patient Care Portal 2.0, part of Walgreens' enterprise healthcare software suite, streamlining pharmacy workflows, increased medication adherence, and improved patient outcomes.

Senior Product Designer | Terumo Blood & Cell Technologies

June 2023 - December 2023

- Expanded healthcare user testing pools by 57%, increasing product feedback diversity.
- Designed accessible, regulation-compliant wireframes and prototypes for clinical users.
- Improved usability testing outcomes and accelerated stakeholder buy-in.

Senior Product/Visual Designer | SchoolPass

February 2022 - December 2022

- Led design for 9 product lines, raising client satisfaction by 21%.
- Created intuitive UI visuals and branding that reduced support tickets by 17%.
- Promoted dual-track agile, reducing implementation costs by 12%.

UX/Visual Designer | AAA

December 2018 - October 2021

- Built two design systems to improve accessibility and visual consistency across AAA and Fins Car Wash brands.
- Mentored two designers transitioning from print to digital, growing team capability.
- Designed loyalty app for Fins Car Wash (1,000+ downloads) and optimized membership funnel, increasing Premium sales by 4%.
- Delivered websites, brochures, and social media assets to support multi-channel campaigns.

Visual Designer | Calyptix Security Corporation

April 2016 - December 2018

- Defined branding standards for digital and print materials to improve consistency.
- Rebranded trade show collateral, brochures, and the company website.
- Redesigned the corporate website, increasing content downloads by 57% and reducing bounce rate by 32%.

Core Competencies and Tools

UX and Web Design

Wireframing, Prototyping, Accessibility, User Flows, Digital Products and Services, Interaction Design, Enterprise Platforms, Mobile Applications

Visual Design and Branding

Typography, Layout Design, Digital and Print Assets, Motion Graphics, Color Theory, Creative Direction

Tools

Figma, FigJam, Adobe Creative Suite, Miro, Zeplin

Methodologies

Design Systems, Responsive Design, Agile Workflows

Soft Skills

Innovation, Strategic Thinking, Collaboration, Creative Problem Solving, Flexibility, Adaptability, Inclusivity, Mentorship

Industries

Healthcare, Life Sciences, Education Services, Automotive, Hospitality and Travel, Cybersecurity

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