

# 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