

Rachel Hawkins, CPACC

www.rachelkaydesign.com

As an **adaptable** and **accessibility-minded** UX & Product designer, I bring 7 years of in-house corporate experience in crafting inclusive, intuitive, and scalable experiences that drive **strategic outcomes for social good**.

Senior Product Designer Terumo Blood & Cell Technologies

June 2023 - Present

Facilitate cross-departmental workshops with Leadership, Engineering, Marketing, and Human Factors Team members, fostering organizational design thinking and enhancing collaboration.

Spearhead UX strategy for the entire organization, supporting multiple product lines to establish software consistency and streamline operational processes, resulting in reduced overhead.

Senior Product Designer SchoolPass

Feb 2022 - Dec 2022

Led the organization's UX strategy, working with 3 agile teams to enhance 9 core product lines and elevate client satisfaction, resulting in decreased inbound support tickets and increased Annual Recurring Revenue (ARR).

Implemented a dual-track agile discovery process, reducing engineering re-work and optimizing production costs.

Conducted comprehensive market research, user testing, and contextual interviews to identify high-impact adjacent product opportunities, strategically aligning with the company's 2024 roadmap for a competitive advantage.

Education

UNC Charlotte | May, 2016
Bachelor of Arts in Art
Bachelor of Arts in Communication

Software

Figma, Adobe XD, Sketch, InVision, Miro,
Zeplin, Google Analytics, CSS, HTML

Soft Skills

- Leadership
- Courage
- Collaboration
- Communication
- Inclusivity
- Adaptability
- Empathy
- Compassion
- Creative Problem Solving
- Storytelling
- Time Management

Technical Skills

- UX Strategy
- Competitive Market Analysis
- Process Implementation
- Design System Management
- Responsive Web Design
- iOS & Android Application Design
- User Research Methodology
- Analytics & Interpretation
- Usability Testing
- Interactive Prototyping
- Information Architecture
- User Flow Mapping
- Low & High-Fidelity Wireframing
- Accessibility (WCAG) Compliance
- Agile/Scrum

Rachel Hawkins, CPACC

www.rachelkaydesign.com

As an **adaptable** and **accessibility-minded** UX & Product designer, I bring 7 years of in-house corporate experience in crafting inclusive, intuitive, and scalable experiences that drive **strategic outcomes for social good**.

UX Designer

AAA

Dec 2018 - Oct 2021

Collaborated with 11 Lines of Business (LOBs) on diverse projects, enhancing online scheduling, optimizing e-commerce funnel, and developing Fins Car Wash's exclusive loyalty app.

Achieved 1,000+ Fins Mobile App downloads, improved AAA membership acquisition rates, and enhanced retention.

Mentored 2 designers, bolstering team capacity for digital projects and raising UX visibility.

Developed and managed design systems for AAA and Fins Car Wash, prioritizing accessibility and consistent user experiences.

Web Designer

Calyptix Security Corporation

Apr 2016 - Dec 2018

Implemented and enforced company branding standards, educating colleagues on consistent visual asset use.

Successfully managed a website redesign project, leading to significant results:

- Achieved a 57% increase in content downloads.
- Attained a 14% increase in conversions.
- Achieved a 32% decrease in site bounce rate.

Certifications

April, 2021 | Certified Professional in
Accessibility Core Competencies (CPACC)
International Association of Accessibility Professionals

Career Goals

- Obtain IAAP Web Accessibility Specialist certification
- Explore the realm of AI in UX
- Gain managerial experience
- Aspire to become a Design Director

Industry Expertise

- Autobuying
- Automotive Repair
- B2B
- Car Wash
- Cybersecurity
- D2C
- Education
- Finance
- Healthcare
- Information Technology
- Insurance
- Marketing
- Philanthropic
- Public Relations
- Publications
- Software as a Service
- Technology Start-Ups
- Travel