

RACHEL WAN

VISUAL & UX DESIGN

Experience

FREELANCE DESIGNER

JUNE 2011 – PRESENT

- **Rational Interaction** OCT 2016 – FEB 2017
Designed a co-branded suite of marketing assets (e-guide, landing page, banners, social graphics) for various small businesses utilized the Microsoft platform. Finalized re-branded print collateral for various clients. Worked with senior designer on exploring variations for new company website, producing high-fidelity comps for desktop and mobile, as well as assisting with any web production needs.
- **Essence Digital** AUG 2016 – OCT 2016
Produced dynamic ads for the Google Pixel phone, with multiple desktop and mobile options for English and non-English speaking locales, collaborating closely with web developers and a senior designer.
- **NAAAP–Seattle** 2011 – 2014
Art directed and designed branding for the annual youth scholarship gala for four years.

UX DESIGNER AT AMAZON

NOV 2013 – MAR 2016

Designed widgets used by Amazon.com site merchandisers and other retail teams to enhance the customer browse experience. Worked closely with UX designers and engineers to concept, research, iterate, prototype, QA and develop new widgets and widget features. Wrote best practice documentation and provided customer service to help close knowledge gaps in using widgets and to gather insight on ways to improve them.

DESIGNER AT JULEP BEAUTY

JAN 2013 – NOV 2013

Responsible for a variety of digital, print and packaging projects, while helping to push the Julep brand forward. Art directed and conceptualized monthly nail polish campaigns (assets included email, social, flyers, banners and responsive landing page). Worked closely with art directors, marketers and developers to make sure deliverables fulfill project goals and are executed with a high level of polish. Assisted with photostyling and image editing/post production needs.

DESIGNER AT MICROSOFT

OCT 2012 – DEC 2012

Worked with art director to iterate on and redline early game play screens for Forza video game. Researched cultural points of significance for various track locations.

DIGITAL DESIGNER AT STARBUCKS

AUG 2011 – AUG 2012

Audited all international sites to better align to the US Starbucks site for better visual and brand consistency. Created digital marketing assets (email, web and social banners) and style guides for the following campaigns: Starbucks Evenings, Frappuccino, Refreshers, Espresso Perfection, Little Big Show benefit concerts. Worked with senior designers and copywriters on any web production needs and site updates for better user experience.

DESIGN INTERN AT INCITE PARTNERS

JUNE 2009 – FEBRUARY 2010

Worked closely with senior designer on conceptualizing and executing on various branding deliverables for Jeff Miller & Company, logo concept for Jiwa and packaging deliverables for Halfpops.

References available upon request.

Education

UNIVERSITY OF WASHINGTON

Graduated in June 2011

BFA Visual Communication Design

Skills

VISUAL DESIGN

Creative Direction, Design Thinking, Branding, Typography, Photography, Photo & Video Editing, Email & Banner Design, Packaging, Publication, Print Design

UX DESIGN

Interaction Design, Design Research, Ideation, Wireframes, Prototyping, Mobile Design

SOFTWARE

Adobe Photoshop, Illustrator, InDesign, Microsoft Powerpoint, Apple Keynote, Axure, Bohemian Sketch, Basic HTML/CSS

Contact

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