

# RACHEL SHEPARD

Designer & UX Architect

## PROFILE

Designer specializing in user focused, technical problem solving. 13 years of design leadership from production through user research and long-term experience strategy.

## HISTORY

Graduated with a degree in Visual Communication Design and began working as a freelance designer. Career evolved from visual design into UX strategy and framework development.

## EDUCATION

*University of Washington, 2003*  
*BFA Visual Communication*  
Classical graphic design education with a focus on the fundamentals of typography, color, composition and theory. Specialized in data visualization and design systems.

## CONTACT

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## MICROSOFT

Senior UX Designer & UX Architect  
2011 - Present

### ENTERPRISE CLOUD GROUP

UX design and brand lead for Microsoft's enterprise product portfolio including Windows Server, System Center, Intune, Remote Desktop and StorSimple. Developed multi-year, cross-product experience strategies. Led UX engineering engagements and integration of user research. Focused on end-user and ITPro scenarios for devices, authentication and cross-Microsoft identity management.

### REMOTE DESKTOP

Design and research lead for 8 mobile, tablet and desktop apps (iOS, Android, Mac, Windows). Managed a multi-disciplinary team of designers and researchers. Member of product planning team to define product strategy for \$2.1B business.

### AZURE

Created, documented and trained design teams across divisions for Microsoft's Cloud & Enterprise UX framework.

## FREELANCE & CONTRACT

UI & Visual Designer  
2005-2011

UI, UX and visual design for a variety of projects including web, software, a data visualization. Customers included Starbucks, Microsoft partner network, Office and consumer websites.

## FILTER CREATIVE

UI & Visual Designer  
2003-2005

Filter is a staffing agency for designers and creative, digital professionals. Worked as the go-to internal designer for brand development, marketing materials, and website design.