

Rachel K. Hawkins

Senior Visual & UX Innovator

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Designer with 8+ years of experience in graphic design, UX, and branding, creating accessible solutions that enhance engagement and strengthen brand identity. Skilled in managing multiple projects and deadlines while aligning business outcomes with stakeholder and user goals

Experience

Senior UX/UI Designer | Walgreens Boots Alliance

October 2024 - Present

- Designed user-centered digital health products for pharmacy use, creating wireframes, user flows, and prototypes to enhance team member engagement and usability.
- Partnered with cross-functional teams to deliver cohesive designs aligned with brand identity.

Senior Product Designer | Terumo Blood & Cell Technologies

June 2023 - December 2023

- Championed healthcare-specific user testing improvements, expanding participant pools by 57% and optimizing product features for medical professionals.
- Designed visually engaging, accessibility-focused prototypes and wireframes tailored to healthcare compliance requirements, enhancing usability and stakeholder alignment.

Senior Product & Visual Designer | SchoolPass

February 2022 - December 2022

- Directed UX and visual design strategies for 9 product lines, enhancing client satisfaction by 21%
- Developed intuitive branding and product visuals that reducing support tickets by 17%
- Evangelized dual-track agile process, optimizing sprint objectives and cutting implementation costs by 12%

UX & Visual Designer | AAA

December 2018 - October 2021

- Led the creation of two design systems, improving accessibility and consistency across AAA and Fins Car Wash platforms.
- Mentored 2 print-based designers, expanding the team's digital project capacity and enhancing UX visibility within the organization.
- Developed a loyalty app for Fins Car Wash, driving 1,000+ downloads, and optimized AAA's membership funnel, increasing Premium sales by 4%.
- Delivered multi-channel assets (websites, brochures, social media), boosting brand visibility and user engagement.

Visual Designer | Calyptix Security Corporation

April 2016 - December 2018

- Established branding standards, improving brand integrity and marketing impact.
- Rebranded digital and print assets (brochures, websites, trade materials), boosting market visibility.
- Redesigned the corporate website, increasing content downloads by 57% and reducing bounce rate by 32%.

Core Competencies & Tools

Visual Design & Branding

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

UX & Web Design

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

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 & Interests

Industries

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

Interests

Travel, Pottery, Art, Music, Nature, Reading, Fashion

Education

UNC Charlotte

B.A. in Art
B.A. in Communication,
Minor in Public Relations

Awards

Best Android & iOS App Designs of 2024

By DesignRush