

Rachel K. Hawkins

Accessibility-Focused UX Designer

hi@rachelkaydesign.com
www.rachelkaydesign.com
+1 (828) 514-7507

Senior UX Designer with 8 years of experience creating & enhancing digital products across 21 industries for social good. Proven track record in driving business outcomes through user-centered design, strategic leadership, and accessibility-focused solutions.

Experience

Senior Product Designer | Terumo Blood & Cell Technologies

Jun 2023 - Dec 2023

- Mentored & managed junior UX designer, elevating their design skills & enhancing their collaborative approach with cross-functional teams.
- Championed user testing enhancements, expanding participant pool by 57% & boosting efficiency, resulting in deeper user insights & refined product experiences.

Senior Product Designer | SchoolPass

February 2022 - December 2022

- Directed UX strategy for 9 product lines, boosting client satisfaction by 21% & reducing support tickets by 17%
- Evangelized dual-track agile process, optimizing sprint objectives & cutting implementation costs by 12%
- Led market research & user testing to identify high-impact product opportunities for 2024 roadmap

UX Designer | AAA

December 2018 - October 2021

- Mentored two designers, expanding digital project capacity & elevating UX visibility within the organization
- Created & managed design systems for AAA & Fins Car Wash, enhancing accessibility & user experience consistency across both brand platforms
- Supported 11 lines of business on projects including:
 - Designing an online scheduling platform for digital travel agent bookings, adapting to pandemic-driven market shifts
 - Optimizing membership enrollment e-commerce funnel resulting in a 4% increase in Premium membership sales
 - Creating the Fins Car Wash loyalty app, resulting in 1,000 downloads

Web Designer | Calyptix Security Corporation

April 2016 - December 2018

- Established company branding standards & educated colleagues on maintaining consistent use of the company's visual assets, enhancing brand integrity and marketing effectiveness
- Led website redesign, driving content downloads up 57%, conversions up 14%, and reducing bounce rate by 32%

Education

UNC Charlotte

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

Technical Skills

- Accessible Design
- Enterprise Platforms
- Product Design
- Design Systems
- Data Visualization
- UI/UX Design
- User Research & Testing
- Visual Design
- User Personas
- Competitive Analysis
- Information Architecture
- User Flows
- Wireframing
- Interactive Prototyping
- Responsive Web Design
- App Design
- Agile Methodology

Tools

- Figma
- Adobe Creative Suite
- InVision
- Framer
- Miro
- Zeplin
- ChatGPT
- Google Analytics
- CSS & HTML
- Jira