Rachael Greene

rachaelgreene.com • GreeneDesigning@gmail.com

DESIGN PHILOSOPHY

User-centric solutions born of research, collaboration and innovation.

EXPERIENCE

05/17 - PRESENT

UX Manager | Hunter Douglas *designer window fashions*

Joining forces across lines of business to provide valuable experiences and streamlined workflows to our dealers. Set the standard for user experience by leading the initiative to implement a Style Guide throughout the company. Ensure a consistent dealer experience, from emails to online tools and apps.

05/15 - 04/17

Senior Visual + Interaction Designer | Dell *tech solutions, services, support*

Collaborated with design, research, marketing and dev teams to create cohesive, time-saving, disruptive software. Redefined information architectures, created user flows, crafted wireframes and refined visual comps. Contributed to Dell's new forward-thinking design language, Clarity 4.

11/10 - 04/15

Creative Director | Compeat *restaurant software*

Dedicated to the success of all creative endeavors, from modernized branding to maximized trade show presence. Designed and built a responsive HTML5 web site, resulting in dramatically increased site traffic and conversions, as well as improved accessibility. Simplified the sitemap from 35+ pages to 7.

04/11 - 04/13

Creative Director | YAVI *restaurant software*

Crafted a youthful yet dependable brand identity that we continued throughout their web and mobile presence.

08/10 - 01/12

Illustrator | Unusual Occasions Cards *greeting cards*

Innovated within an established vintage style to create greeting cards with big-retail appeal. Card for "Drama Queen" featured in a locker on the tv show "Glee."

EDUCATION

09/02 - 05/06

Bachelor of Fine Arts | California College of the Arts

Graduated with distinction. Concentration in printmaking, painting and drawing.

AFFILIATIONS

02/15 - PRESENT

Member + Volunteer | the American Institute of Graphic Arts (AIGA)

SKILLS

UI/UX

Mobile Design

Web Design/Dev

Concept Development

Illustration