

# Rachael Greene

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## ABOUT

I am a mission-driven design professional with a proven track record of resolving real-world challenges through research and creative exploration. A passion for delivering delightful B2B and B2C SaaS products facilitates my translation of business goals and objectives into elegant digital experiences. Setting high standards for user experience is second nature.

## EXPERIENCE

- May 19' - Present **Senior Product Designer • Kunai**  
Lead with systems design and UX research to generate informed products that are consistent and compelling. Infuse user testing into client processes, allowing for erudite change in content and navigation. For the AAA Smart Home client in particular, this customer obsessed environment has reduced call center volume, increased conversions and significantly improved online reviews.
- May 17' - Sept. 18' **UX Manager • Hunter Douglas**  
Joined forces across lines of business to provide valuable digital experiences and streamlined workflows. Raised standard for user experience by leading the initiative to implement a company-wide Style Guide. Orchestrated a digital transformation effort that ensured a simple and consistent dealer experience across multiple platforms.
- May 15' - April 17' **Senior UX/UI Designer • Dell**  
Focused on producing time-saving, delightful experiences for mobile and desktop products. Utilized formal and informal user testing to target and remedy UX issues. Wireframe solutions and produce refined visual designs. Contributed component research and refinement to Dell's forward-thinking design language: Clarity 4.
- Nov. 10' - April 15' **Creative Director • Compeat**  
Dedicated to the success of all creative endeavors, from modernizing branding to maximizing trade show presence. Designed a responsive HTML5 website with a simplified sitemap (35+ pages to 7) resulting in dramatically increased site traffic and session duration. Accessibility became front and center, leading to 45% increase in conversions and 60% reduction in bounce rate.

## EDUCATION

- Sept. 02' - May 06' **Bachelor of Fine Arts • The California College of the Arts**  
Concentration in printmaking, painting and drawing. Graduated with distinction.

## AFFILIATIONS

- Feb 15' - Present **Member & Volunteer • The American Institute of Graphic Arts (AIGA)**

## SKILLS

- Customer Journeys, Personas, Process Flows
- User Research, Competitive Analysis
- Information Architecture
- Comprehensive Wireframes
- High-Fidelity, Functional Prototypes
- Collaboration + Delivery to Engineering