

# Rachael Greene

Product designer for 13+ years. Focus on design systems for 4 years.

## EXPERIENCE

**Principal Designer, Design Systems Lead** • Dec 2022 - current

**Homebase:** software for payroll, scheduling, hiring, etc.

- Align pattern usage across a design team of 13 and 30+ front-end devs
- Leverage a birds-eye view of multiple products areas to foster collaboration between teams
- Become a strategic partner between engineering and product management for products on across all stages of the adoption journey, **increasing component adoption by 825% and NPS by 17% in 12 months**
- Drive a **rebrand within the product**, bridging the gap between brand, cross functional product and engineering leads and ICs
- Partner with teams to up-level accessibility skills in both design and code

**Senior Product Designer, Design Systems Lead** • May 2022 - Nov 2022

**Wonolo:** staffing platform within the gig economy

- Reduced redundancy within silos across product and engineering
- Cultivated a **75% increase in visual consistency** in 6 months
- Supported the design team through process creation, onboarding and tooling
- Created **components with flexibility** that led to **< 1% detach rate**

**Senior Product Designer, Design Systems Lead** • Aug 2020 - Dec 2021

**Omnicell:** automated medication mgmt. in hospitals (hardware + software)

- Created a web-accessible design system with **100% adoption in 3 months**
- Pioneered QA processes with dev teams across multiple timezones
- Transformed the product design process from a focus on high-fidelity to research-based decision making + low-fidelity UX work

**Senior Product Designer** • May 2019 - Aug 2020

**Kunai:** a product development consultancy focused on fintech

- Integrated user testing to align with core user goals in the early ideation
- Managed team of 2 with an overseas client to deliver a prototype in 3 days
- Reduced call volume by simplifying content + IA for **AAA Smart Home**
- Founded a monthly design team meet-up to share ideas and knowledge

**MORE EXPERIENCE** →

## CONTACT

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Denver, Colorado

## EDUCATION

**California College of the Arts,  
Bachelor of Fine Arts**

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

## AWARDS

**Primed Award • Omnicell • 2021**

Continued efforts towards design system growth.

**Primed Award • Omnicell • 2021**

Adamant support of design team members, especially during hiring, onboarding and off-boarding.

**Impact Award • Omnicell • 2020**

For leading efforts to establish a web-accessible design system.

**Spot Award • Dell • 2017**

In recognition of user interface design on the Dell Canvas.

## INDUSTRY EXPERIENCE

- Healthcare Robotics
- Pharmaceuticals
- Fintech
- Insurtech
- Manufacturing
- Staffing
- Restaurant Accounting
- Enterprise Back Office

## EXPERIENCE - CONTINUED

### UX Manager • May 2017 - Oct 2018

**Hunter Douglas:** staffing platform within the gig economy

- Launched a UX standards initiative, including an online style guide and in-office educational posters
- Orchestrated a digital transformation effort that **reduced paper usage by 64%**
- Combined multiple product offerings into one, ensuring a simplified experience for dealers and a sustainable growth model for the business

### Senior Interaction and Visual Designer • May 2015 - Apr 2017

**Dell:** compute, storage and networking technology

- Utilized formal/informal user testing to discover and remedy user challenges
- Contributed component research + refinement to Dell's forward-thinking design language: **Clarity**
- Facilitated workshops to deep dive into design system use cases/edge cases

### Creative Director • Nov 2010 - May 2015

**Compeat:** Restaurant management software

- Streamlined branding, which brought uniformity across the website, print and social media, branded merchandise and trade shows
- Designed and built a responsive web presence with a vastly simplified sitemap (35+ pages down to 7), **doubling site traffic and session duration**

## SKILLS

Mentorship, Onboarding /Off-boarding, Content Design, Persona Creation, Copywriting, Information Architecture, Rapid Prototyping, Illustration, Workshop facilitation, CSS/HTML

## MENTORSHIP

Active mentor in the product design community since 2020. Focus on building interview skills, refining portfolio presentations, and targeting resume content. Assisted 5+ product designers land their first job.