Rachel Hakimi

Trained in user-centered design
Experienced with qualitative and quantitative UX methodologies
Educated in UX, and Mathematics

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Experience

Rival Digital *UX/UI Designer*

February 2023 - Current

- Delivered customer facing UX research and core digital product designs for B2C clients with an emphasis on clear and accessible user interfaces that drive growth. Partnered directly with the client and a team of engineers to identify the best experience that meets user, business, and technical needs.
- Increased client website utilization rate 88% for new users and 11.65% for returning users by conducting extensive U/I website audit for targeted personas, utilizing a 4-stage process to gather user data and feedback.
- Employed Figma to create high-fidelity wireframes and mockups for web and mobile applications, ensuring seamless integration with client brands, optimal user experience, and requirements captured through contextual interviews/participatory design sessions.
- Nurtured client relationships to gain approval on product design decisions prior to development.
- Managed and organized in depth usability testing for clients, using various methods such as task-based testing, heats maps and cognitive walkthroughs to gather feedback and improve user flows while ensuring consistency to the established design system.

Preesh *UX/UI Designer (Contract)*

October 2022 - February 2023

- Conducted in-depth customer survey research with 108 participants and 10 user interviews, utilizing affinity mapping and SWOT analysis to identify pain points and user needs for a new solution to address tipping issues in the service industry.
- Developed a user persona, journey map, and 5 user flows to design a mobile app that improves the takeout ordering experience, with an emphasis on seamless and intuitive user navigation.
- Created a cohesive and visually appealing Design System for the mobile app, incorporating color theory and font selection to prioritize usability and accessibility, and conducted annotated wireframes and usability testing to ensure successful design iterations.
- Achieved a 100% decrease in the number of error clicks by designing an understandable user flow that allowed users to navigate with ease.

HouseMates *UX Designer (Contract)*

September 2023

- Delivered a 3-in-1 interactive mobile app prototype to support the full lifecycle of a shared living experience (finding a roommate, finding accommodations, splitting bills/rent amongst roommates).
- Led effort to develop customer persona and fielded user research inclusive of a screen survey, 18 user interviews, affinity mapping with over 400 data points, 5 user flows, storyboarding, site-mapping, card sorting, competitive research, feature, and SWOT analysis.
- Translated client's initial concept into a user-centered hi-fidelity prototype to solve identified user pain points and needs, performing usability testing with each iteration.
- Decreased "finding accommodation" task completion time by 59% by designing an intuitive flow that allows users to navigate resources more efficiently. Usability testing indicated that users could complete all tasks quicker and with zero errors.

General Assembly *UX Designer (Contract)*

June 2022 - August 2023

- 480+ hours of expert-led instruction and hands-on learning of UX design fundamentals. Managed full lifecycle of digital UX projects (website and mobile application) for clients from concept to operationalization.

Vivrelle *Showroom and Marketing Intern*

October 2021 - June 2022

- Supported the founder and leadership team in building market research and UX capabilities, lead generation, and social media management in a fast-paced agile start-up environment. Provided administrative support to ensure smooth day-to-day operations as the organization grew 400% in less than 18 months.

Education

Memorisley
November 2023 - January 2024
UI Design Bootcamp

General Assembly
June 2022 - August 2022
UX Design Immersive

Yeshiva University
September 2018 - May 2022
BA in Mathematics
GPA: 3.6; CUm Laude; Dean's List

Skills

Qualitative Methods
Affinity Diagramming
User Centered Design
Card Sorting
Contextual Inquiry
Customer Journey Mapping
Directed Story Telling
Personas
Site Map Creating
Heuristic Evaluation
Feature Prioritization
Interviews
Prototyping
Wireframing
Storyboarding
Think-aloud protocol

Quantitative Methods
Heatmapping
Surveys
Usablity Testing
A/B Testing

Design
Adobe Creative Suite
Microsoft Suite
Figma
Invision
Miro
Visual Design
Responsive Design
Web and Mobile Design

Programming
HTML & CSS
Wordpress
Python
SQL