



RACHEL PEEPLES

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ABOUT ME

Highly experienced UI/UX Designer with 8+ years of expertise in both print and web design. I have led the redesign of new company websites as well as revamped existing websites. Proficient in translating client business requirements into new design and path options creating aesthetically pleasing designs and marketing material that attracts customers.

HARD SKILLS

Print Design, Web Design, Video Editing, Motion Graphics, High-and-low fidelity Prototyping, Wireframing, Research, Social Media Assets, Email Marketing, Qualitative Usability Testing (Card Sorting), Quantitative Usability Testing (Multivariate Testing, Heat Map, Questionnaires and Surveys) Banners Ads, Design Systems, Branding, Landing Pages, Logo Design and Flyer's/Brochures

TECHNICAL PROFICIENCIES

Adobe Creative Suite (XD, Photoshop, InDesign, Illustrator, Deamweaver, Premiere Pro, After Effects and Lightroom), InVision, HTML/CSS, JavaScript, Mapplic, Open Street Map, MailChimp, Constant Contact, Joomla, PowerPoint, Mapbox, Sketch, Figma, Wordpress, Keynote, and Pencil & paper

EDUCATION

COLLEGE FOR CREATIVE STUDIES
BACHELOR OF FINE ARTS

EXPERIENCE

OCTANE DESIGN

UI+UX Senior Designer, 2014-Present

- Experienced in managing creative design projects for over 40+ corporate clients. Directed up to 5+ projects weekly within deadline-driven, high-pressure environments.
- Served as Art Director, Project Manager and Lead Designer on many design projects.
- Collaborated with clients to identify key objectives and deliverables, leading the development of a comprehensive project plan that met 100% of client needs and increased client satisfaction.
- Collaborated with cross-functional teams to ensure seamless integration of design solutions from development to launch.
- Designed responsive/mobile-first websites from conceptualization to completion for more than 20+ clients.
- Built easy-to-navigate menus, tabs, widgets and forms that enhanced usability and user satisfaction by 30% on average.
- Established customer personas that helped identify customer needs, resulting in a tailored user experience with direct focus on usability.
- Developed qualitative and quantitative usability testing plans for 5+ projects, resulting in a total of 175+ users and actionable insights.
- Analyzed data from analytics, research, user testing and feedback to identify patterns and issues, resulting in a redesign of the product that led to a 30% decrease in user errors on average.
- Designed site maps, wireframes and prototypes that easily translate into functional designs, leading to a 25% decrease in development time.
- Developed and implemented digital style guides and design systems for 20+ projects.
- Created over 50+ pieces of collateral for digital ads, digital banners and social media assets, flyers/brochures, brand guidelines and logo designs.
- Edited video footage and designed motion graphics for over 8+ clients.
- Designed and developed email marketing campaigns using HTML/CSS which increased user response by 30% on average.