

Rachel Meuler

Product Designer

Committed to research-based design solutions, I bring the creativity, curiosity, and empathy of a visual artist and educator to user experience.

RACHELMEULERUX.COM | rachelmeuler@gmail.com | 917 257 7709 | New York, NY

PRODUCT DESIGN

Product Designer

Red Ventures | B2C Marketing | Remote + Hybrid | January 2021 - present

Bankrate | Financial Services | Hybrid | July - present

- Utilized design audits and KPIs to optimize product tiles and pages, resulting in increased conversion and RoR increases of 20-50%
- Created comprehensive resources including user flows, a design catalog, and an atomic design system to ensure cross-functional alignment and reduce lift
- Designed experiences to direct user intent for personalized product matching and approval tools, reducing breakage and increasing conversion
- Led a team to conceptualize, co-create, and implement a large public artwork strategically installed in the RV atrium

M-Tech | Home Comfort Services | Remote | January - July 2021

- Owned end-to-end design process for an interactive diagnostic tool, from UXR to user flows, wireframes to prototypes, testing, data synthesis, and optimization
- Created custom illustrations, animations, and UI elements for pages and tools, elevating user engagement and contributing to 52% lift in affiliate revenue
- Established a design system to ensure consistency and WCAG alignment

Product Designer

Savviest | SaaS, CRM | Remote | July - January 2021

- Audited and proposed strategies to expand user base by 60%, and solutions for critical usability issues in internal support interface reducing drop-off by 40%
- Led end-to-end design process, including user research, user journeys, wireframes, asset development, prototyping, and usability testing

Product Designer

Olio | EdTech Remote | 2020- 2021

- Conducted & synthesized research to identify & solve 5 core problems facing art teachers & students in remote/hybrid learning environments
- Worked cross-functionally to conceptualize, design, and implement a learning management system with teacher & student-facing products
- Developed logo, branding, and design system for use on web and tablet

LEARNING EXPERIENCE DESIGN

Director of Visual Arts

Loyola School | Education | New York, NY | 2014 - 2021

- Used competitive analysis & student data to develop a comprehensive arts curriculum, increasing offerings from 3 isolated courses to a 9 course program, resulting in a 65% increase in enrollment across all arts courses
- Applied human centered design thinking to adapt instructional content resulting in smooth transition from in-person to remote/hybrid learning
- Implemented a visiting artist program to create 20 collaborative multi-media and public artworks with 80 students
- Analyzed student needs & space utilization to create architectural design plan for \$200K Art Studio renovation, resulting in a 97% implementation

SKILLS

UX Design
Interaction Design
User Interface Design
Visual Design
Accessibility Design
Sketching
Illustration
Animation
Wireframing
Prototyping
Design Thinking + Strategy
Information Architecture
User Flows & Site Mapping
User Research
User Testing
Personas & User Stories
Product/Feature Validation
Lean & Agile Methodology
Project Management
Presentation Design
Instructional Design
Curriculum Development

TOOLS

Figma
Sketch
Adobe CC
Photoshop
Illustrator
Premier
InDesign
After Effects
Office Suite
Google Suite

EDUCATION

Springboard

UX/UI Design Certification

Purchase College

MFA Visual Arts, Sculpture

Kansas City Art Institute

BFA Visual Arts, Sculpture