

# Rachel Meuler

## UX/UI Designer

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

RACHELMEULERUX.COM

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New York, NY

### UX/UI EXPERIENCE

#### UX/UI Designer

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

- Audited product experience and advised leadership on product development strategies to expand user base by 60%
- Led end-to-end design process, including qualitative and quantitative data analysis, affinity maps, personas, user journeys, wireframes, design system and asset development, prototyping, and usability testing
- Proposed design solutions for critical usability issues within the company's internal support interface reducing user drop-off by 40%

#### UX/UI Designer

Projects | Remote | 2020-21

##### Olio | EdTech

- 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

##### GalleryPal | Art + Entertainment

- Led Google Ventures agile design sprint to define a solution for improved visitor engagement in 1 week
- Worked cross-functionally to increase user accessibility by 60%

##### Better Recs | Digital Media

- Facilitated feedback workshops and utilized 3 rounds of usability testing to successfully reduce cognitive overload problems from 100% to 0%
- Reduced 3 major interaction issues for OTT users through competitive research and user interviews

### LEARNING EXPERIENCE DESIGN

#### Director of Visual Arts

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

- Used competitive analysis & student data to develop the arts department curriculum 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
- Analyzed student needs & space utilization to create architectural design plan for \$200K Art Studio renovation, resulting in a 97% implementation

#### Art Department Chair

Loyola School | Education | New York, NY | 2005 - 2014

- Used student feedback to develop comprehensive visual arts curriculum, increasing offerings from 3 isolated courses to a 9 course program
- Implemented a visiting artist program to create 20 collaborative multi-media and public artworks with 80 students
- Authored and delivered hundreds of presentations to students and faculty

### SKILLS

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

### TOOLS

Sketch  
Figma  
InVision  
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