

Rachel Meuler

UX/UI Designer

Passionate about helping people and solving problems, 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

PROJECTS

UX/UI Designer

Olio | EdTech | Remote | Summer 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 platforms

UX Designer

GalleryPal | Entertainment | Remote | Spring 2021

- Created a solution for improved visitor engagement in 1 week using Google Ventures agile design sprint method
- Worked cross-functionally with 8 people to identify 3 key features to increase user accessibility
- Ideated to monetize and integrate social into MVP

UX/UI Designer

Better Recs | Digital Media | Remote | Fall 2020

- 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
- Facilitated feedback workshops with 10 designers to brainstorm resolutions for heuristic usability issues

EXPERIENCE

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
- Utilized human centered design thinking & pedagogy to create instructional content resulting in smooth transition from in-person to remote/hybrid learning through the pandemic
- Analyzed student needs & space utilization to create architectural drawings & design plan for \$200K Art Studio renovation, resulting in a 97% implementation

Art Department Chair

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

- Developed comprehensive curriculum for Art Department, increasing offerings from 3 isolated courses to a 9 course program
- Mentored students to achieve art, photography, and film awards through organizations including Scholastic Art + Writing, SVA Young Photographers '2017 America', NY Times Video Vocab, NY Alliance Film Festival, and numerous portfolio based scholarships
- Implemented a visiting artist program to create 20 collaborative multi-media and public artworks with 80 students

SKILLS

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

TOOLS

Sketch
Figma
InVision
Adobe CC
Photoshop
Illustrator
Premier
InDesign
AfterEffects
Office Suite
Google Suite

EDUCATION

Springboard

UX/UI Design Career Track
Certification
Aug 2020 - Aug 2021

Purchase College

MFA Visual Arts, Sculpture

Kansas City Art Institute

BFA Visual Arts, Sculpture