

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 | rachelmeuler@gmail.com | 917 257 7709 | 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

INSTRUCTIONAL DESIGN 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
- 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