Rachel Rochin

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1-717-434-8875   Murrieta, CA

EXPERIENCE

Mentor @ Designlab

Aug 2022- Present │ 1 mo

Mentored and provided feedback to students throughout UX
Foundations courses and career services.

Senior Product Designer @ Emotive

Aug 2021- Present │ 1 yr 1 mo

- Researched, ideated, and designed numerous 0-1 projects
  including
  - A brand new analytics dashboard and analytics style
    standards, which increased customer satisfaction of
    the data available in the platform by 34%
  - A low-effort, high-value feature which earned brands
    85% of their original campaign sales and generated
    $162k in company revenue in one month to help reach
    EOY revenue goals
- Created the first design system and built out Figma
  components and styles
- Created framework for cross-functional brainstorming
  workshops, user research and documentation, and built
  and managed a Customer Advisory Board
- Led workshops around cohesively adding delight in the
  platform

Product Designer @ Emotive

Dec 2020 - Aug 2021 │ 9 mos

User Experience Designer @ Lincoln Financial

Mar 2018 - Nov 2020 │ 2 yrs 9 mo

Solely redesigned the Book of Business B2B web app used
by 30k financial advisors monthly, resulting in a 10% increase
in task completion and a 22% increase in ease of use.

Designer @ Penn Mutual

May 2017 - Mar 2018 │ 11 mos

Assisted with redesign of the public website and designed print
and digital marketing materials.

EDUCATION

Bachelor of Arts, Advertising
Temple University, 2017

CERTIFICATIONS

Figma Academy
Issued by: Ridd

Web Accessibility Specialist
Issued by: IAAP

SEO Specialization
Issued by: Coursera + UC Davis

Advanced Google Analytics
Issued by: Google

SKILLS

Figma
User research
Workshops
Ideation
0-1 design
Prototyping
Accessibility