



rachelle jackson USER EXPERIENCE DESIGNER

rjlrachelle@gmail.com | 678.469.5979 | www.rjlrachelle.com | @rjlrachelle

UX PRACTICES

User Research	Persona Creation
Competitive Analysis	Prototyping
Comparative Evaluation	Interface Design
Information Architecture	Usability Testing
Interaction Design	Story Telling

DESIGN TOOLS

Axure	Illustrator
Sketch	Photoshop
Marvel	Principle
InVision	Keynote
POP App	Flinto

UX EXPERIENCE

UX Consultant. The Coca-Cola Company (via General Assembly). Atlanta, GA (2016).

Developed proof of concept desktop and mobile prototype for enterprise-level analytics solution featuring an integrated approach with scalable, customizable, and responsive dashboards, visual data exploration, and role-based reporting. Conducted user interviews, comparative analysis, and user testing to iterate upon wireframes and high-fidelity comps.

User Experience Design Immersive (UXDI). General Assembly. Atlanta, GA (2016).

10-week, full-time career accelerator with 600+ hours of professional training and practicum experience covering the full range of UX disciplines, practices, and tools.

[adult swim]

Streaming Content App

Collaborated with team to design an in-app purchase, premium streaming service for cord cutters featuring customization, exclusive content, and gaming. Conducted extensive research and user testing to identify user opportunities and prioritize features.

RetroLit

Lifestyle Microsite + Ecommerce

Created a microsite from a curated selection of Rejuvenation's lighting products. Identified top navigation categories via research and card sorting. Enhanced product and checkout pages with viewing options, shipping details, and product suggestions.

BARK

On Demand Dog Walking App

Produced a rapid prototype within two, three day sprints for dog owners to request walking, sitting, and drop-in services on demand. Integrated geo-location and Internet of Things technology for key access, notifications, and security.

PREVIOUS EXPERIENCE

Research Project Manager. Georgia State University. Atlanta, GA (2012–2015).

Managed projects for the Center for Excellence in Brand & Customer Management. Developed proposals for implementing CRM initiatives to increase customer engagement and profitability for clients such as AirTran, Chick-fil-A, Georgia Aquarium, Microsoft, and TD Bank. Presented strategies for managing customer loyalty, referral, influence, and feedback.

Sr. Market Research Analyst. IMAGES USA. Atlanta, GA (2009–2011).

Moderated focus groups and administered surveys to evaluate consumer behavior and preferences for agency clients. Provided account service and brand management with market research insights for clients such as P&G, Sara Lee, Papa John's, IHG, FedEx, and AstraZeneca.





rjlrachelle@gmail.com | 678.469.5979 | www.rjlrachelle.com | @rjlrachelle

EDUCATION



User Experience Design Immersive (**UXDI**). General Assembly. Atlanta, GA (2016).

Master of Business Administration in Marketing (**MBA**). Kennesaw State University. Kennesaw, GA (2009).

Bachelor of Business Administration in International Business (**BBA**). University of Georgia. Athens, GA (2004).

CERTIFICATIONS



Certificate in Human-Centered Design. UC San Diego | Coursera Online Course (2015). Techniques for rapid prototyping, comparative evaluation, and user research.

Certificate in Project Management. Georgia State University. Atlanta, GA (2015). PMP approved course in leading projects and teams.

Certificate of Proficiency in Qualitative Research. Nielsen Burke Institute. Cincinnati, OH (2009). Focus group moderator training and specialized qualitative techniques.

AFFILIATIONS



Ladies That UX (Talk UX Conference Committee), Levo League (Local Atlanta Leader), Urban League Young Professionals (Graphic Designer), United Way Young Professionals, American Marketing Association

