



# rachelle jackson USER EXPERIENCE DESIGNER

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## UX PRACTICES

User Research	Persona Creation
Competitive Analysis	Service Blueprints
Information Architecture	Prototyping
Sketching	Usability Testing
Wireframing	Presenting

## DESIGN TOOLS

Sketch	Illustrator
Miro	Adobe XD
InVision	Proto.io
Axure	Keynote
Jira	GSuite

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## UX EXPERIENCE

**Experience Design Manager.** Verizon Connect. Atlanta, GA (Jan 2019 – Present).

Lead team of designers focused on UX design, service design, and research for both consumer and enterprise initiatives. Efforts include overseeing persona development, retail service design to decrease churn and improve lead generation, professional installation to decrease days to install, and device management to improve troubleshooting of non-reporting units.

**User Experience Designer.** Verizon Connect. Atlanta, GA (May 2016 – Dec 2018).

Designed feature enhancements for the Hum connected car system companion app including Account Creation, In-app Purchase, Notifications, Location Sharing, and Safety Score. Leveraged metrics and analytics to drive design strategy for loyalty, engagement, and retention efforts. Led design for launch of new product tier and spearheaded ASO and sign up initiatives that contributed to over 100% increase in account creation.

**User Experience 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 design.

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## 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 CRM initiatives to increase customer engagement and profitability for clients such as AirTran, Chick-fil-A, GA 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.





## 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).

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## 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.

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## AFFILIATIONS

All Abroad, Inc. (Board Member), Verizon Foundation Innovation Learning Schools, Ladies That UX, Interaction Design Association (IxDA), amUX, Women in Research (WIRe), Atlanta Innovation Forum, Urban League, United Way

