# RACHEL ✿ COHEN

## CONTACT

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## EDUCATION

**General Assembly**
User Experience Design
Certificate | 09/2022 - 12/2022

**Coursera**
Google Project Management
Certificate | 12/2021 - 02/2022

**American University**
B.S. Business & Entertainment
cum laude | 08/2014 - 05/2018

## SKILLS

Design Strategy | Figma | Cross-Functional Collaboration | User Research | Usability Testing | User Interface | Information Architecture | Prototyping | Interaction Design | Presenting | Wireframing | Design Systems | UX Writing | Project Management

## INTERESTS

Live Music | Travel | Cooking | Cafe Culture | Modern Art | Cinema | Music Supervision | Surrealist Fiction

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I design platforms that help folks make a living from their passions. I'm determined to leverage my UX skills, devotion to learning, and love of storytelling to help young entrepreneurs & startups thrive.

## EXPERIENCE

**Product Designer (Contract)**
Transparent Path | 11/2022 - 12/2022

- Strategized with a team of three product designers to design ProofScore—a website that leverages Transparent Path's supply chain data to empower consumers to make informed grocery purchases.
- Orchestrated both moderated and unmoderated usability studies, identified behavioral insights, and optimized the ProofScore prototype, which led to a 17% increase in ease of use.

**Marketing Project Manager**
La Jolla Music Society | 08/2019 - 08/2022

- Directed the website redesign by developing and implementing a UX/UI plan and partnering with web developers, resulting in a 30% increase in concert tickets sold per order.
- Spearheaded the design of a custom page within the CRM API, which improved the user flow for donors and resulted in surpassing the fundraising goal by $150,000.
- Regularly analyzed qualitative and quantitative data from surveys, Google Analytics, and Hotjar to iterate on and optimize site features.

## PROJECTS

**User Research & Testing Lead**
StreetSmARTS | 10/2022

- Directed user interviews, comparative analysis, and the development of a service blueprint to conceptualize a mobile app for the San Francisco Arts Commission's StreetSmARTS program from scratch.
- Collaborated with a team of two other UX Designers to implement user research insights in StreetSmARTS app designs, leading to a 100% task completion rate in both moderated usability tests and unmoderated tests conducted on Maze.co.

**Product Designer**
Hermosa Surf Shop | 09/2022

- Researched and strategized an e-commerce website redesign for Hermosa Surf Shop by conducting user interviews, accessibility heuristic analysis, and competitive analysis, resulting in a 53% reduction in average time to purchase.
- Conducted tree testing via Optimal Workshop to clarify universal navigation, leading to an 87% increase in ease of navigation.