

RACHEL FELBER

A deeply curious, multi-disciplinary digital designer that's passionate about creating innovative, empathetic solutions. Experienced working with cross-functional teams to craft custom experiences across a large variety of industries and brands within the advertising industry.

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PROFESSIONAL EXPERIENCE

UX Designer

Freelance

Jan. 2023 – Present

Advised creative direction and supported creative materials launched via web and social media.

- UX and UI design support for digital marketing materials.
- Qualitative user research and data analysis to improve conversion rates.

UX Designer

Subvrsive (<https://subvrsive.com>)

Nov. 2021 – Nov. 2022

Lead creative discussion and guided forward-thinking strategic solutions while working at an immersive design and marketing studio.

- Lead UX designer on successful metaverse, web3 and social media strategies for brands such as Dick's Sporting Goods and Nature Valley.
- Deep involvement with research, digital strategy, and conceptual ideation.
- Facilitated and led discussions for client-facing brainstorming and workshops.
- Supported UX design choices via wireframes, content maps, user journey maps, proto-personas and models.
- Managed collaborative efforts between internal teams, client partners and external vendors when designing for immersive conferences.

Experience Designer

VMLY&R (<https://www.vmlyr.com>)

Dec. 2020 – Oct. 2021

Consistently solved design problems by creating smart solutions while working in a fast-paced agile environment as a part of a collaborative team.

- Supported the redesign of Arcbest.com via wireframes, user-interface design and prototyping.
- Utilized best design practices by adhering to intuitive and responsive desktop and mobile design.
- Guided design discussions during client-facing presentations.

TECHNICAL PROFICIENCIES

Adobe CC
Figma
Sketch
Zeplin
InVision
Miro
Notion
Keynote
PowerPoint
Google Suite

EDUCATION

UX Certification

Southern Methodist University
2019

Course Overview:

Design Strategy
User Research & User Centered Analysis
UX Design & Process
Usability Testing
Designing CX & Service Design
Design for AR, VR & Holograms

B.F.A. Communication Design

University of North Texas
2010 – 2014

Associate Experience Designer

VMLY&R (<https://www.vmlyr.com>)

June 2019 – Dec. 2020

Established best UX and UI practices while guiding creative strategy.

Actively pursued additional UX mastery via certification.

VML acquired Y&R Brands to become VMLY&R, a leading global advertising agency.

- Lead UX and UI designer on Bayer Pet Care's Amazon Brand Store.
- Created and managed a working design system for Metro by T-Mobile.

Designer

VML

Jan. 2018 – June 2019

Created original designs and supported existing marketing campaigns for brands in need of e-commerce support.

Rockfish Interactive was acquired by top leading global brand agency VML.

- Continued website redesign work and support of promotional site content for Metro by T-Mobile (formerly MetroPCS).
- Produced additional e-commerce designs for brands such as Microsoft, Unilever, Kimberly-Clark, General Mills and more.

Associate Designer

Rockfish Interactive

March 2016 – Dec. 2017

Created promotional materials for web via social media and site content.

- Designed social media campaign content for Sam's Club on Facebook, Twitter, Snapchat, and Instagram.
- Created engaging content for membership acquisition and renewal, holiday and special event promotional pages and in-store banners.
- Supported ongoing promotional landing page, site content and redesign work for MetroPCS.

Custom Lettering Artist

Varsity Spirit

May 2015 – Feb. 2016

Designed custom lettering requests and worked with multiple teams to ensure consistency between final products.

- Interpreted client requests into custom designs.
- Readied production files for fabric, sublimation and gemstone production software.

Graphic Design Intern

Pink Jacket Studio

May 2013 – Sept. 2013

Produced environmental design and branding for locally based brands.

- Designed concepts, production files and way-finding signs for the interior renovation of the Southwest Airlines headquarters.
- Created branding materials including custom logos, business cards and billboard adverts.