

RACHAEL FORSTER

ABOUT

I am a Product Designer eager to solve the right problems by finding the intersection of user needs and business priorities.

CONTACT

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SKILLS

research
user interviews
competitive analysis
data synthesis
affinity diagramming
personas
customer journey maps
wireframes
prototypes
writing
content strategy
customer service
project management

TOOLS

Sketch
InVision
Marvel
Keynote
Axure
Visio
Microsoft Project
HTML/CSS

EDUCATION

Purdue University

B.S. Business Management
B.S. Public Health Promotion
GPA 3.86, Dean's List
Graduated with Distinction
2009–2014

Universidad Antonio de Nebrija

Spanish art and language
Summer 2011
Madrid, Spain

EXPERIENCE

Product Designer, Allstate Chicago

Mar 18 - Present

- Research, design, and iterate in an XP, paired design environment. Collaborate with developers and product owners to guide the direction of the product. Regularly interview and test with users to rollout platform changes in alignment with business partners' needs.

Designer in Residence, Designation Chicago

Oct 17–Feb 18

- Act as scrum master for 8 UX and UI designers by critiquing research plans, problem statements, design principles, mood boards, style tiles, and final prototypes.
- Selected from a cohort of 19 UX and UI designers for this role due to my project management and design skills.

UX Designer, Designation Chicago

Apr–Oct 17

- Solved usability issues for mobile and web applications with design thinking principles. Deliverables included user research syntheses, competitive analyses, personas, customer journey maps, wireframes, prototypes, and annotations. I consulted with the following clients:

Charter

A web-based platform that facilitates team projects for college students. My team interviewed students and professors, researched the psychology of teamwork and presented new features to address pain points associated with teamwork.

Bridge Legal/UpRight Law

A mobile app for law firms specializing in bankruptcy filings. My team evaluated the client's previous product, conducted user research, and crafted a mid-fidelity prototype to assist with payment processing and customer service.

Freelance Writer, HealthCare.com Online

Nov 16–Jul 17

- Researched and pitched blog content ideas for one of the nation's fastest-growing health communication companies.
- Wrote six published articles and most-read topics included "How to Navigate a Health Insurance Network" and "Insurance Questions to Ask When Planning a Family."

IT Project Manager, SIHO Insurance Services Columbus, IN

Aug 14–Nov 16

- Coordinated the redesign of the corporate website and led a project that addressed usability and task flow issues within the claims administration system.
- This was one of five roles held while completing the company's manager-in-training program. Additional roles included:

Manager 4 Your Health Center

- Directed the daily operations of an employer-sponsored health clinic, which included managing 18 health professionals.
- Resolved escalated customer service issues and billed for services rendered.

Manager of Eligibility Operations

- Led a team of eight employees through a change to a new claims processing system while also maintaining daily operations to meet company KPIs.
- Revised member loading processes to increase efficiency and reduce paper waste.

Wellness Coordinator

- Executed the company's internal wellness program by creating an incentive structure, maintaining the program's budget, and crafting all-company communications.