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
competitve analysis
data synthesis
affinity diagramming
personas
customer journey maps
wireframes
prototypes
writing
content strategy
customer service
project management

TOOLS

Sketch
InVision
Marvel
Zeplin
Keynote
Axure
Visio
Smaply
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

Luma Institute
Practitioner of Human
Centered Design

EXPERIENCE

Product Designer
Allstate • Mar 18 - Present

- Research, design, and iterate in an XP, paired design environment. Collaborate with developers and product owners to guide the direction of web and mobile products. Facilitate human-centered design sessions to define product goals, problems to solve, and concepts to test.
- Specific product work:

    Researched, tested and created continual product adaptations to suit user and business needs for Allstate's Roadside Services call center software. This contributed to over $13million is savings and 2 minutes of reduced call time.

    Led two research sprints on a video platform for claim supplement evaluations. The first evaluated the success of failure of a newly launched feature through ethnographic studies and moderated user interviews. The second was a moderated usability session for a new product feature.

    Facilitated discovery & framing with business and technology stakeholders to determine the value of a new product using Luma human-centered design methodologies.

Designer in Residence
Designation • 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 • 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 • 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 • Aug 14–Nov 16

- Led the redesign of the corporate website and spear headed a project that evaluated usability and task flow issues within the claims processing system.

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.