

RACHEL *emily* MATTHEWS

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EXPERIENCE

PRODUCT DESIGNER + PRODUCT MANAGER | UTRIP

SEATTLE, WA 2017-PRESENT

- Role evolved from UX Designer to Product Designer & Product Manager.
- Researched, designed, prototyped, and tested iterations of Utrip's product to enable the collection of 150+ million data points and influence 10+ million travelers.
- End-to-End product redesign focused on an improved user flow and UX with a mobile-responsive design which focused on key features and increased data collection opportunities by 3x. Average session duration increased 56%. Return usage increased 150%. Average sessions per user increased 151%.
- Led cross-team product development for our two largest partners, which resulted in overall product improvements and allowed our technology to address new enterprise partner KPIs.
- Improved product development process. Moved to quarterly roadmap reviews, smaller tests for rapid prototyping/implementation and streamlined design documentation process. This reduced turnaround time from days to hours, increased documentation output 291%, shifted sprints from monthly to weekly, improved deadline accuracy (months to days) and led to a 167% boost in engineering team satisfaction.
- Implemented new testing protocol aligned to Utrip's strategic initiatives (improve conversion rates, share of wallet and partner ownership of travel lifecycle). One standout includes: TUI, which saw an 260% increase over the company's revenue per user, a 234% increase over the company's user conversion rate, and the data collected helped their Destination Services Team optimize their inventory mix.
- Collaborated with the business development team on 22 statement of work proposals in 2018 to ideate on new product initiatives for potential partners in a breadth of travel spaces (DMO, OTA, cruise, hotel, airline etc).

UX DESIGNER & PROJECT MANAGER (CONTRACT) | ARTEFACT/MY SWEET LIL CAKES

SEATTLE, WA 2016

- Researched, wireframed and user tested an app to help chefs manage recipe ingredients and inventory. Our process included interviews, proto-persona development, scenario creation, sketches and four rapid prototype iterations for user testing.

MANAGER OF DESIGN, BRAND & PROD. SERVICES | GIRL SCOUTS OF CENTRAL MD

BALTIMORE, MD 2008-2015

- Role evolved from Communications Associate (2008-2012) to Graphic Designer (2012-2014) to Manager of Graphic Design, Brand & Production Services (2014-2015) for which I also managed a team of two employees and various interns.
- Projects included **print design** (8 annual reports, 64 newsletters, 16 promotional booklets, brochures, posters and more), **advertising** (3 bus tail ads, 10+ newspaper ads, 5+ standee displays and more), **digital marketing** (weekly eblasts, blog posts and more), **social media**, **video production** (38 YouTube videos), **web editing**, **event photography** and **event-specific collateral design** for more than 16 events.
- Managed the brand identity of the Council, including the 2010 transition to a new logo and identity system. Led Staff & Volunteer training (in-house staff of 60 and 10,000 volunteers).

SKILLS

UX & DESIGN SOFTWARE

Sketch	Asana
InVision	Kibana
Zeplin	Google Analytics
Adobe Creative Suite (InDesign, Illustrator, Photoshop)	Google Data Studio
	HotJar

GENERAL AREAS OF EXPERTISE

UX Design	Corporate Identity & Branding,
Data Analysis	Writing & Editing
Graphic Design	Screen-writing
Photography	Information Graphics

AWARDS/ACCOLADES

2nd RUNNER UP

GA Hackathon
2016

ILLUSTRATION | BRONZE

Summit International Award
2009

BROCHURE REDESIGN | SILVER

Summit International Award
2008

EDUCATION

GENERAL ASSEMBLY 2016

UX Design Intensive

PRATT INSTITUTE 2008

Master Of Science
Communication Design

UNIVERSITY OF MISSOURI 2005

Bachelor Of Journalism
Emphasis: Magazine Design

cheers!