



rachel zhou

Product Designer

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Skills

UX/UI

User Research
User Flows
Wireframing
Responsive Design
Prototyping
Iterative Design
Usability Testing

Visual Design

Branding + Identity
Typography + Layout
Illustration

Tools

Sketch
InVision
Adobe Creative Suite
Figma
Principle
Miro
HTML + CSS
Procreate
Pen + Notebook

Experience

Deutsch / UX Designer

September 2019 - Present / New York, NY

Worked cross-functionally within the agency to improve the digital experience for various brands by aligning design decisions with user research and business goals. Delivered annotated wireframes, sitemaps, user-flows, modular design systems, high-fidelity interface designs, and interactive prototypes to take ideas from concept to production.

Marriott International / Graphic Design Intern

June - August 2018 / Bethesda, MD

Joined the in-house creative team to conceptualize and craft visual identity systems and branding materials for Marriott's marketing needs including large-scale company events and conferences.

Virginia Commonwealth University / Senior Graphic Designer

November 2015 - April 2018 / Richmond, VA

Worked as the lead designer for 20+ university campaigns to build cohesive design systems and promo materials including printed and digital assets.

Team Eight / Design Intern

January - May 2017 / Richmond, VA

Worked with the studio to create and redesign websites and graphics for various clients including non-profits and local businesses.

Education

VCU Brandcenter / Class of 2019

MS in Business and Experience Design

Virginia Commonwealth University / Class of 2017

BFA in Graphic Design
Certificate in Product Innovation

Notable Projects

Carvana / UX Designer

January - March 2019

Collaborated with a cross-functional student team to ideate and pitch an improved digital platform to Carvana. Worked as the UX Designer to identify user problems for its current online car-purchase process and designed for a more intuitive customer experience.