

RACHEL *emily* MATTHEWS

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EXPERIENCE

PRODUCT DESIGNER + PRODUCT MANAGER | UTRIP

SEATTLE, WA 2018-PRESENT

- Researched, designed, prototyped, and tested iterations of Utrip's product to enable the collection of 150+ million data points and influence 10+ million travelers.
- Improved cross-functional collaboration. This promoted cross-team product ideation & creation, and led to a 167% boost in engineering team satisfaction and more accurate deadline deliveries (from within-months to within-days/weeks of target deadline).
- Streamlined development process. Moved to quarterly roadmap reviews, smaller tests for rapid prototyping/implementation and an improved the design documentation process, which reduced turnaround time from several days to several hours, which led to a 291% increase in documentation output. This enabled a pivot from monthly to weekly sprints.
- 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).
- Led cross-team development for two of our largest partners, Windstar and The Travel Corporation, enabling our recommendation engine to add new inventory types, helping our partners own more of the travel lifecycle.

UX DESIGNER | UTRIP

SEATTLE, WA 2017-2018

- Conducted user/partner research (usability tests, surveys, etc.) and tested prototypes to create an entirely new, mobile-responsive UI/UX of Utrip's core white label product.
- Redesign improved the user flow, addressed key feature needs of the primary persona (e.g. wishlist/itinerary creation & sharability), allowed for partner inventory API feeds, increased data collection opportunities by 3x, and led to a 46% increase in average session duration, a 150% increase in return usage, a 151% increase in sessions/user.

CONTRACT UX DESIGNER | ARTEFACT/MY SWEET LIL CAKES

SEATTLE, WA 2016

- Project Manager of a three-person UX team
- 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.

FREELANCE GRAPHIC DESIGNER | SELF-EMPLOYED

2005 to PRESENT

- Short-term contract work for various clients and organizations.
- Projects have included: promotional brochures, invitations, ads, annual reports, engagement photos, posters, fliers and more.

SKILLS

UX & DESIGN SOFTWARE

Sketch	Asana
InVision	Kiabana
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	Screenwriting
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

UNIVERSITY OF MISSOURI 2005

Bachelor Of Journalism

cheers!

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) for which I also managed a team of two employees and various interns.
- **Graphic Design.** Designed, wrote and edited print publications, digital publications, advertising and videos including: 8 annual reports, 64 newsletters, 16 promotional booklets, brochures, posters, blog posts, 38 videos, 3 bus tail ads, print and web advertising, weekly e-blasts, direct mail and a variety of event-specific materials for more than 16 events.
- **Photo / Video Production.** Photographed and video recorded events for distribution across various publications, digital outlets and ads, including hundreds of photos which were taken and edited and 30 videos which were filmed and edited for the organization's YouTube channel.
- **Brand Management.** Managed the brand and visual identity of the Council; and lead the Council's transition into a new logo and identity system in 2010. Led Staff & Volunteer training (in-house staff of 60 and 10,000 volunteers).
- **Reprographics Room Management.** Managed a team of two reprographics production and mail room employees to oversee all print, mail and supply needs for the Council. Ensured on-budget and on-time delivery of mail and print materials for 60+ employees and thousands of volunteers.
- Implemented streamlined processes for new job intake, revision management, and stakeholder signoffs to expedite turnaround time and increase accuracy.