

# Rachel Vice

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## EXPERIENCE

### **BOA Technology, Technical Illustrator [CX Design Role]**

Dec. 2018 - Present

## COLLABORATION

- Embedded in a cross-functional team of designers, product managers, engineers, and content strategists to define, challenge, and solve complex user problems related to the consumer warranty and core design experiences.
- Developed guidelines around user research and visual content standards to allow for greater alignment across the organization.
- Mentored junior team members in illustration tasks, design processes, and end-to-end research methodologies.

## UX RESEARCH

- Source research participants for user interviews, usability studies, A/B testing, and targeted customer feedback to gain insights into improvements for BOA's consumer warranty experience and core product design.
- Utilize mixed-methods UX research to inform product direction.
- Synthesize and communicate findings back to the Design Team as actionable insights to drive product innovation or proposed improvements to core UI/UX features.
- Conduct contextual inquiries with targeted customer groups to analyze user interaction and pinpoint potential problems with BOA's core product.

## DESIGN

- Lead designer on a team tasked with delivering content to support the Consumer Repair Experience in service of BOA customers.
- Produced and managed all consumer-facing warranty repair content

### **Tech for Campaigns, UI/UX Designer**

Sep. 2020 - Present

- Designer embedded in Agile cross-functional teams of UX designers, product managers, engineers, and copywriters to deliver functional campaign websites.
- Produce user flows, site maps, wireframes, storyboards, mockups, prototypes, and visual assets.
- Optimize and develop visual design assets for hand-off to engineering.
- Audited campaigns' legacy sites, to log pain points for content delivery.
- Directed the information architecture and experience in a site overhaul through mockups, site maps, and wireframes.

### **Technical Illustrator**

Aug. 2016 - Dec. 2018

- Collaborated with a team of intellectual property professionals and technical illustrators to develop formal patent drawings.

## EDUCATION

### **University of Colorado, Denver**

Bachelors of Fine Arts,  
Digital Design / Illustration

## SKILLS

### **UX Research Methods / Tools:**

Usability Testing, Contextual Inquiries, Field Studies, Focus Groups, User Interviews, A/B Testing, User Surveys, UserTesting, Maze

### **UX/UI Prototyping / Digital Design:**

Figma, AdobeXD, Sketch, Invision, Protopie, AfterEffects

### **Rapid prototyping:**

Webflow, WordPress, HTML, CSS

### **CMS:**

Asana, Miro, Trello, Jira

## CERTIFICATIONS

### **Foundation HTML, CSS, JavaScript**

Feb. 2022 — ongoing

### **Intro to User Interface Design**

SuperHi, Jan. 2022

### **Cinema4D Basecamp**

School of Motion, Jun. 2020

### **Explainer Video Animation**

School of Motion, Sep. 2019

### **Insights for Innovation**

IDEO U, Apr. 2019

## COMMUNITY INVOLVEMENT

### **Designer, Tech for Campaigns**

2020 - Present

### **Reading Mentor, Reading Partners**

2020 - Present