

rachel morin | SENIOR UX/ PRODUCT DESIGNER

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EXPERIENCE

Senior UX Designer | S&P Global

New York, NY | October 2022 - Present

- Lead UX design initiatives across 10+ key digital products by driving user research, wireframing, prototyping, competitive analysis, and timeline planning—boosting user satisfaction by 30% according to feedback within Pendo.
- Collaborate with Product Owners, Project Managers, Developers, and subject matter experts to align design strategies with business objectives.
- Leverage a robust design system within Figma to create intuitive user flows and high-fidelity prototypes, reducing design iteration cycles by 35% and ensuring scalable solutions.
- Serve as Scrum Master for morning meetings, facilitate 5+ workshops on persona building, defining jobs-to-be-done, journey mapping, and feature prioritization, and demo high-fidelity mockups to stakeholders for iterative feedback.
- Conduct comprehensive user research through 50+ interviews, surveys, and data analysis to inform design decisions, yielding data-driven insights that drive a 25% increase in actionable design improvements
- Work closely with developers to ensure seamless handoffs and continuous UX optimization contributing to 25% increase in client engagement metrics over the last two years.

Digital Strategist & UX Architect | Valtech

Baltimore, MD | February 2020 - September 2022

- Lead the UX strategy on over 15 client- based website redesigns within various industries such as healthcare, retail and nonprofit organizations, in a fast paced and agile hybrid environment.
- Lead the client through stakeholder interviews, discovery sessions, moderated user testing, and live wireframing sessions via Sketchapp.
- Provided timely deliverables such as requirement summary reports, sitemaps, wireframes, content development plans, annotations and user centered strategies.
- Worked with backend developers on technical specifications for CRM system(Sitecore and Contentful) components and aided in structuring content creation guides.
- Collaborated with frontend developers and graphic designers on design and HTML reviews.
- Onboarded new hires and mentored them on the company's processes.
- Established new processes by finding efficiencies and creating more value for clients.

UX/UI Designer | K12 Insight

Herndon, VA | July 2018 - January 2020

- Designed a consumer facing dashboard, that underwent the full spectrum of the UX process including: user research, wireframing, user testing, and prototyping.
- Developed and established a proper UX process in collaboration with the project manager and CEO.
- Gathered data through both qualitative and quantitative surveys, usability tests via user interviews, card sorts, and secondary research.
- Assisted in branding and illustrating the K12 Insight website in collaboration with the marketing department.

TOOLS

Figma
Figma Design System
Sketch
Miro
Jira
Pendo
Confluence

UX METHODS

Wireframing
User Flows
Journey Mapping
Personas
Accessibility
User Interviews
Usability Testing
Discovery & Research

LANGUAGES

Russian

EDUCATION

General Assembly
Washington D.C | May 2018
User Experience Design
Immersive
Mentor - Career Mentorship Program

Temple University
Philadelphia, PA | May 2017
B.A in Visual Studies & Advertising
Magna Cum Lade