Rachel Wooten

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https://rw.design

Education

University of Virginia | 2006
B.A., Psychology

San Diego City College | 2012
A.A., Graphic Design

Technical Skills

Sketch

InVision

Abstract

Figma

Zeplin

Miro

Adobe Illustrator, Photoshop,
InDesign, After Effects

HTML, CSS, jQuery

Jira

Awards

First place winner of packaging
category at 2012 AIGA Student
Portfolio Exhibition

Employment

Lead Product Designer *Viasat | Dec 2018–Jun 2021*

Worked collaboratively with product managers, engineering leads, and senior researchers to make strategic decisions pertaining to product vision, product roadmap, and desired product outcomes

Utilized design-thinking principles and analytical skills to transform technically complex and ambiguous product concepts into intuitive, user-centered designs

Moderated user interviews and test sessions, and helped to analyze and organize research findings for dissemination to product team

Used industry-standard design tools to generate end-to-end design artifacts, including information architecture, user flows, wireframes, mockups, clickable prototypes, and interactions

Presented work to stakeholders, business area, and business partners in order to clearly articulate design rationale and generate discussion

Volunteered for various leadership opportunities, e.g., mentoring students enrolled in Purdue University's Data Mine program, managing interns, speaking to students participating in SDSU's Zip Launchpad program, onboarding new hires, etc.

Product Designer *Viasat | Oct 2016–Dec 2018*

Delivered product designs that adhered to visual design principles, usability/heuristic best practices, accessibility requirements, company design system, and brand guidelines

Balanced project parameters (e.g., business objectives, product requirements, technical constraints, budget, timeline, etc.) with user needs in a fast-paced, deadline-driven environment

Routinely referred to and referenced research artifacts (e.g., journey maps, user personas, study results, etc.) when generating both early design concepts and subsequent design iterations

Collaborated with design colleagues via formal and impromptu design critiques, both seeking and providing feedback

Partnered with a multidisciplinary team to build Viasat's original design system

Created Viasat's digital style guide

Digital Designer *Viasat | Aug 2014–Oct 2016*

Designed various digital deliverables, including interactive training materials, customer portals, animated holiday cards, animated web banners, website sliders, social media collateral, etc.

Generated concepts and storyboards for corporate videos

Graphic Designer *Dell EMC | Feb 2013–Jun 2014*

Designed and built interactive digital publications showcasing EMC's product offerings to be used by EMC sales representatives during sales pitches

Created and managed a WordPress.org site featuring EMC's brand guidelines

Produced EMC's 2012 digital annual report

Developed miscellaneous EMC collateral including advertisements, infographics, logos, icons, animations, web banners, and posters

Graphic Designer Departure | Jun 2012–Sep 2012

Designed print advertisements and large-format trade show displays for a leading biotech company

Developed weekly promotional materials (e.g., print flyers, web banners, Facebook cover art, eBlasts, etc.) for a hip local nightclub

Created point-of-sale posters for an up-and-coming restaurant

Editor Core Knowledge Foundation | Sep 2006–Oct 2011

Wrote, edited, and designed teacher's guides for Core Knowledge Language Arts (CKLA), a phonics-based reading program

Conceptualized and produced student workbooks for CKLA

Wrote and edited stories for CKLA

Created supplementary CKLA components, e.g., sticker books, posters, charts, etc.

Maintained Moodle, a website used by teachers piloting CKLA

Hired and managed freelance writers

Conducted CKLA training sessions