

RACHEL TURNER

UI/UX Digital Products - NYC | rtdesign360@gmail.com

TBWA Worldwide | Associate Creative Director - UX | Freelance, 10/16 - current

Created a ground-breaking website for a therapy that treats multiple diseases. The site allows users to select their cancer then view the specific content. Geared to new patients, current patients and caregivers.

- Working with the design and account teams to identify pain points and solutions for our users based on research and analytics. Creating prototype wireframe options for iterations to identify the most relevant content and user experience.
- Creating a content audit to keep inline with business goals, corporate standards, and legal ambiguity.
- Setting up a process for the workflow, file set up, and server organization. Mentoring the studio staff with the relevant skills needed to execute the project efficiently.
- Build guide handoff to development with assets to their requirements. Working with development through any technical restraints for a smooth site build and successful launch.

Macmillan Learning | UX/UI Product Designer | Contract, 08/16 - 10/16

This web app provides a paperless platform for high school and college science teachers to create and customize written assignments for students. Integrated with a Page Tool, the student completes the project within the interface, then submits for grading. UX solutions were based on research feedback from teachers, students and the science community.

- An admin backend allows the teacher and student to customize the cover page with optional and required text fields. The Page Tool interface has a WYSIWYG editor which adds photos, stylizes type, and creates sections and pages.
- Unique tools included math and chemistry tools, locked and unlocked pages, and an on-screen Sketch Tool for custom drawings and annotations.
- With less than 6 weeks to implement, I worked remotely with a small team across the US in a SCRUM environment and parallel with development defining the interface's common UX industry patterns and patterns unique to our product. At each design milestone, the developer received a revised style guide and iconography font set. Executed all creative, visual design and UI copywriting staying true to the Science Lab Notebook print theme.

Ogilvy Commonhealth Worldwide | UX Specialist | Consultant, 08/15 - 12/15

Created a variety of digital marketing products used to promote brands both online and in closed marketing events. Online products included a responsive website and a logic questionnaire. Closed products included a life-size touch panel experience, quizzes, a selfie app and a iOS digital sales aid. Users came from a variety of groups from specialized doctors to consumers.

- Partnered with the Creative Director to lead the UX and design process to the creative team. Created documentation for user flows, content maps and functionality. Concepts were created through wireframes then passed to the design team with visual, accessibility, and development requirements.
- Increased brand value by delivering the products with meaningful digital interactions. Guided designers to set up optimal digital files for ease of hand-off to local and offshore development teams.

Havas LYNX | Senior UI/UX Visual Designer | Freelance, 01/14 - 05/15

Created a transformative iOS app for doctors to track a patient's health through interactive bi-yearly tests. The aggregated results helps doctors more accurately monitor the patient's condition, quality of life and treatment. It also allows rural doctors without access to clinical trials a more accurate way to test. The app has 3 user being the admin, patient and doctor. Testing must be done in 1-hour.

- The admin registers the patient through a predictive registration process and selects the tests. After, the patient complete the tests that measure their impairment both physically and mentally. Each test has a practice tutorial that the user can view or skip. When completed, the doctor logs on to the dashboard to see the patients test results and compare data.
- The data dashboard has a yearly snapshot of results. The user can then dive deeper into individual graphs for more dates. The data visualization and colors were chosen with patient empathy to not create a more negative feeling for their condition if it's not improving.
- Along with my Creative Director and the upper management team, I helped lead the UX design. The UI and interface had a high contrast design system for color blind patients, audio for hearing impaired patients, and consistent tutorials for easy learning. Each user had a similar interface with a slightly distinguishing features.

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Havas H4B Chelsea | Senior AD & Interactive Designer | Freelance, 08/11 - 12/13

Created an interactive web app allowing users to upload a photo and virtually “try on” any of the nine colored contact lenses then further customize their look with filters and submit to social media. For male and female users that want to test the product before making a purchase. Released in selected worldwide markets and built in multiple languages.

- The information-oriented website engages the user with a scrolling animation leading user through the try-on tool, video of how it works, a doctor location tool and a coupon for purchase. The try-on tool also worked as a portable web app and could be integrated on affiliate websites with an api.
- Paired with the ACD and led the UX and design in bringing to life the brand’s ad campaign while keeping inline with corporate requirements and business goals. We integrated the photogenic ad campaign with unique UI elements to create a beautiful, fun, and easily navigational personalized experience.

OneStopPlus.com | Digital Creative Lead - Ecommerce | Independent, 07/08 - 7/11

Rebranded and marketed the look and feel of this ecommerce online mall for a better buying experience while boosting brand recognition. Through the use of model photoshoots and editorial content and a runway at fashion week, more users recognized the brand as the leader in plus-size fashion trends. The site contained over 200 brands for women, men and home.

- Working within the restraints of a content-managed system, the template was incrementally updated to the latest technical and design standards. A separate application drove the sales on mobile devices.
- Led the visual rebrand with strong typography, bold colors and branded photoshoots. Weekly creative homepages were deployed with a concept then supported with biweekly emails and flash sales.
- To enhance brand value I paired with an editorial fashion writer for a quarterly online magazine highlighting beauty tips, latest fashion trends and inspirational pieces. Editorial pieces were also deployed during holidays and special occasions.

MRM Worldwide & Universal McCann | Digital Art Director | Freelance, 02/07 - 05/08

Worked with a team of designers to create the Priceless.com microsite. The site advertised card benefits for new card owners and connected current cardholders to unique offers worldwide. Users could explore shops, book vacations and upload and share their own experiences.

EDUCATION

The University of Florida

School of Journalism, B.A. Telecommunications

COMPUTER SKILLS

Adobe Creative Suite

Invision

Sketch

Knowledge in development processes: CSS, HTML, CMS, Javascript