



## RACHEL NEWBORN

Senior UX Designer

Somerville, MA

### CONNECT

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### SKILLS

- User experience (app and site)
- User interface design
- Information and interaction design
- Rapid prototyping
- User research and testing
- Systems thinking
- People management, leadership, and coaching
- Storytelling and presentations

### TOOLS

Expert:

- Sketch
- InVision & Freehand
- Adobe Creative Suite, including Photoshop, Illustrator, InDesign, and Audition
- Balsamiq Mockups

Proficient:

- HTML5
- CSS
- Javascript
- Bootstrap

## EXPERIENCE

**THE TJX COMPANIES** Framingham, MA

**Senior UX Designer** Digital Experience Jan 2020–Present

- Independently lead UX/UI projects across all of TJX's digital platforms
- Perform deep discovery into technical, organizational, or user challenges, utilizing findings to design optimal user experiences within a multi-channel eCommerce environment
- Adhere designs to rigorous ADA standards and continuously evolve my knowledge of accessibility best practices
- Collaborate with a variety of cross-functional IT and business partners to drive project strategy
- Perform user research, competitive research, usability testing, and continuous assessment tests with concepts, live websites, and prototypes
- Regularly present research findings and design options to leaders, stakeholders, and internal partners

**HOUGHTON MIFFLIN HARCOURT** Boston, MA

**Art Director** Franchise Books for Young Readers Aug 2017–Jan 2020

- Led a team of three designers to develop and design over 80 market-responsive books for children annually
- Researched and strategized new book concepts based on children's cognitive ability, reading level, consumer needs, or market opportunities
- Hired freelancers and managed their budget and workload

**Senior Designer** Lifestyle & Culinary Books Dec 2014–Aug 2017

- Designed covers and full interiors for 2–4 100+ page books annually
- Managed outside talent and book production for eight books annually, including those on accelerated schedules
- Art directed photo shoots involving celebrities, food, and prop stylists

**Graphic Designer** Books for Young Readers Sep 2011–Dec 2014

- Independently designed covers and interiors in a variety of book formats
- Managed series for in-house properties and consumer brands
- Trained colleagues to use digital composition software

## EDUCATION

**NORTHEASTERN UNIVERSITY** Boston, MA 2016–2018

Master of Professional Studies, Interactive Design

**WASHINGTON UNIVERSITY IN ST. LOUIS** St. Louis, MO 2005–2009

Bachelor of Fine Arts, Communication Design & Gender Studies

## SPEAKING ENGAGEMENTS

**USER EXPERIENCE PROFESSIONALS ASSOCIATION** Boston, MA 2019

A 10-minute talk describing how the Pet2Vet medical record interface and user app solved for two primary user groups with drastically different needs

**NORTHEASTERN UNIVERSITY** Boston, MA 2019

A 15-minute talk sharing insights on researching and ideating the Pet2Vet service prototype, transforming a personal experience into a master's thesis

**BOSTON AREA RAPE CRISIS CENTER** Cambridge, MA 2010–2016

Over 100 trainings and workshops aimed at helping participants support sexual assault survivors and advocate for violence prevention