



RACHEL NEWBORN

Experience Designer

Somerville, MA

CONNECT

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SKILLS

- User experience
- Interaction design
- Systems thinking
- Visual design
- People management
- Mentoring and coaching
- Public speaking
- Rapid prototyping
- User research
- Usability testing

TOOLS

Expert:

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

Proficient:

- HTML5
- CSS
- Javascript
- jQuery
- Bootstrap

EDUCATION

NORTHEASTERN UNIVERSITY *Boston, MA 2016–2018*
Masters of Professional Studies, Digital Media, Interaction Design

WASHINGTON UNIVERSITY IN ST. LOUIS *St. Louis, MO 2005–2009*
Bachelor of Fine Arts, Communication Design & Gender Studies

EXPERIENCE

HOUGHTON MIFFLIN HARCOURT *Boston, MA*

Art Director Franchise Books for Young Readers *Aug 2017–Present*

- Lead a team of designers to design and develop over 80 market-responsive books for children annually
- Research and strategize concepts based on children's cognitive ability, consumer needs, or market opportunities
- Hire and manage budget for freelance staff including paper engineers, illustrators, photographers, designers, and compositors
- Work cross-functionally to improve efficiencies for handling delivery of selling materials, reprint corrections, and other digital assets
- Develop guidelines for conducting remote testing with children using book prototypes
- Collaborate across departments to grow properties and brands, including Curious George, Little Blue Truck, Carmen Sandiego, and Oregon Trail

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

- Managed outside talent and book production for ten projects annually, including those on accelerated schedules
- Art directed photo shoots involving multiple stylists and photographers
- Evaluated color reproduction and assisted with file setup and cost analysis for print package special effects

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

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

Associate Designer Books for Young Readers *Aug 2009–Sep 2011*

- Supported creative director with design of original books
- Designed backlist board books and paperback conversions

SPEAKING ENGAGEMENTS

USER EXPERIENCE PROFESSIONALS ASSOCIATION *Boston, MA*

Cat & Dog Life: Designing for Contrary Needs in Pet Healthcare *May 2019*

A 10-minute talk describing how the Pet2Vet system solved for research showing that two primary user groups have drastically different needs

NORTHEASTERN UNIVERSITY *Boston, MA*

Digital Media Showcase *Feb 2019*

A 15-minute talk sharing insights on researching and ideating Pet2Vet, transforming a personal experience into a 6-month master's thesis

BOSTON AREA RAPE CRISIS CENTER *Cambridge, MA*

Community Awareness and Prevention Services *Nov 2010–Apr 2016*

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