

# RACHEL WYNNE BERNSTEIN • USER EXPERIENCE DESIGNER • NEW YORK CITY

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I am a UX Designer with 7 years of expertise in production, development, and content strategy. As a former Creative Production Executive in the Film & TV industry, I infuse storytelling into my design process and craft solutions around what will resonate with a target audience.

## CORE SKILLS

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**Technical:** Wireframing, Interaction Design, Usability Testing, Information Architecture, User Flows, Heuristic Evaluation, User Interviewing, Survey Creation, Dynamic Persona Development, Storyboarding

**Software & Design Tools:** Figma, Adobe XD, InDesign, Canva, Google Suite, Final Cut Pro, Wix, Squarespace

## RELEVANT EXPERIENCE

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**Product Designer | [Rex](#) | Web-Responsive Social Platform** **Remote | April - May 2022**

- Collaborated with Founder and Design Team to redesign existing Prototype in Figma to help raise Series A funding
- Conducted User Interviews, Surveys, and Usability Testing to further existing research on users' travel and social habits
- Delivered research findings and high fidelity prototype to client

**Web Designer | [Maggiedohertyauthor.com](http://Maggiedohertyauthor.com)** **Remote | April - May 2022**

- Designed and implemented website for Author & Literary Critic Maggie Doherty to drive book sales, advertise consulting services, and promote recent literary work

**UX Designer | Unlocking Communities x GA International Aid Hackathon | [View Case Study](#)** **May 2022**

- Collaborated with 6 Software Engineers and Data Scientists to design a new sales dashboard for the Unlocking Communities C-Suite Team to more efficiently track data
- Delivered final product to Deloitte Consulting Group for review

**UX Design Fellow & Project Manager | General Assembly UXDI Course** **Remote | January - April 2022**

- Spearheaded research, strategy, and visual design process for 3 team projects over the course of a 3-month bootcamp
- Led and managed 5-person team to design game interface for mobile and desktop | [View Mappa Case Study](#)
- Led 3-person team to redesign web-responsive eCommerce Experience to help wine company reach new customer base | [View McBride Case Study](#)
- Overhauled web design of independent bookshop to increase revenue stream through improved global navigation, streamlined information architecture, and updated visual look | [View Mysterious Bookshop Case Study](#)

**Creative Executive | Archer Gray Productions** **New York City | May 2018 - January 2022**

- Designed and executed 20+ visual look-books and pitch decks for scripted and non-scripted TV & film projects
- Collaborated with producers and filmmakers on ~40 feature film & TV projects from inception to launch
- Researched and evaluated multi-media content for commercial viability, brand relevance, and story resonance with diverse audiences; Extensively iterated on multiple screenplay drafts, pitches, outlines, and trailers
- Created and maintained strong relationships with industry creatives, executives, managers, publishers, agents

## EDUCATION

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**User Experience Design Immersive | General Assembly** **Remote | January 2022 – April 2022**

Successfully completed 500+ hours of expert-led instruction in User Research, User Experience and Interface Design, product management, and hands-on learning of UX fundamentals and the industry's most in-demand technologies.

**Barnard College of Columbia University**

B.A. English, Film | 3.8 GPA | Dean's List 2012-2015

**New York City | September 2011 – May 2015**