

RACHEL ANN CUSTODIO

UX/UI DESIGNER

EXPERIENCE

SEP 2017 – PRESENT

UX/UI Designer, Risk-Based Monitoring Essentials

- Produce sitemaps, user task flows, wireframes, and mockups
- Design interfaces with a strong understanding of HTML and CSS
- Ensure visual and interactive behavior consistency across screens
- Iterate designs based on user and stakeholder feedback

SEP 2014 – PRESENT

UX/UI Designer & SEO Strategist, Animal Behavior College

- Design wireframes and prototypes for desktop and mobile
- Prepare high fidelity prototypes for final hand-off to programmers
- Collaborate with various departments to plan and implement designs
- Major Projects: Mobile Responsive Redesigns, UI Style Guide, QA Test

JUL 2015 – MAY 2016

SEO Specialist, ZOE International

- Increased organic traffic by 21.4% and visibility for 26X more keywords
- Major Projects: Homepage Redesign, WordPress SEO Training Guide

MAY 2012 – MAY 2014

Editorial Intern, CollegeFashionista

- Proofread articles, added external links, and optimized images and tags
- Increased social media engagement through content marketing

JUN 2013 – MAR 2014

Web Editor, Incite Magazine

- Doubled daily pageviews and increased email subscriptions 9X
- Major Projects: Website IA, Editorial Calendar, Print Article

EDUCATION

Certificate, User Experience & Customer-Centered Design

California State University, Fullerton

B.A., Literary Journalism

University of California, Irvine

CONTACT

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SKILLS

Wireframes

Prototypes

Visual Design

User Research

Content Strategy

Data Analysis

Information Architecture

Digital Marketing

HTML5 & CSS3

TOOLS

Sketch

InVision

Photoshop

Basecamp

Asana

Slack

ONLINE

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