

RACHEL ANN CUSTODIO

UX/UI DESIGNER

EXPERIENCE

UX/UI Designer

Risk-Based Monitoring Essentials, Sep 2017 – Present

- 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

UX/UI Designer & SEO Strategist

Animal Behavior College, Sep 2014 – Present

- Design wireframes and mockups for desktop and mobile
- Conceptualize, design, and present user-centered solutions
- Collaborate with various teams to collect design requirements
- Measure results of UX changes via analytic data and user feedback
- Major projects: Mobile responsive redesigns, UI style guide

SEO Specialist

ZOE International, Jul 2015 – May 2016

- Increased organic traffic by 21.4% and visibility for 26X more keywords
- Major projects: Homepage redesign and WordPress SEO training guide

Editorial Intern

CollegeFashionista, May 2012 – May 2014

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

Web Editor

Incite Magazine, Jun 2013 – Mar 2014

- Doubled daily pageviews and increased email subscriptions 9X
- Major projects: Website IA, editorial calendar, and 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

Interviews

Content Strategy

Data Analysis

Information Architecture

Front-End Development

TOOLS

Sketch

InVision

Principle

Photoshop

Basecamp

Asana

Slack

ONLINE

👁️ www.rachelanncustodio.com

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