RACHEL PARSONS

CONTACT

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SKILLS

- UX-Centered Design
- Screen Layout & Application Flow
- Visual & Interaction Design
- Problem-Solving
- Software Design
- Agile Methodologies
- Communication & Collaboration
- Design Documentation
- Usability Testing
- Data Analysis

SOFTWARE

- Adobe Creative Suite
- Figma
- Azure DevOps / Jira
- Microsoft Office
- Slack

CERTIFICATES

- Google UX Design Certificates:
  - Foundations of User Experience (UX) Design
  - Start the UX Design Process: Empathize, Define, and Ideate
  - Build Wireframes and Low-Fidelity Prototypes

PROFILE

Dynamic and results-oriented UX/UI Designer with over 8 years of experience specializing in creating elegant and intuitive user interfaces. Demonstrated success in designing and developing user-centered applications, collaborating cross-functionally, and leveraging tools like Figma, Adobe XD, and Sketch. Proficient in HTML and CSS, with strong problem-solving skills and a passion for user-focused design.

EDUCATION

Kennesaw State University

Bachelor of Science in Interactive Design | Aug 2014 - May 2021

Chattahoochee Technical College

A.A.S. Design and Media Production Technology | Jan 2010 - May 2014

WORK EXPERIENCE

UX/UI Designer and Researcher

InVeris Training Solutions | January 2024 – Present

- Developed UI for live-fire and simulation systems used by law enforcement and military.
- Improved task flows, reducing UI-related support tickets by 35%.
- Redesigned layouts for better usability, cutting task completion time by 40%.
- Helped build a scalable UI framework to streamline feature development.
- Live Fire UI featured in Global Ordnance News as a SHOT Show 2025 top gear pick.

UX/UI Designer and Researcher (Contractor)

InVeris Training Solutions | Jul 2023 – Jan 2024

- Built reusable UI components for training systems.
- Enhanced range control UI, improving load times by 25%.
- Led UX refinements that reduced training time for new users.
- Provided UI support across 50+ screens and functional modules.
- Worked closely with developers and engineers to align UI design with technical constraints and system requirements.

UX/UI Designer and Researcher

OTR Solutions | May 2022 - Jan 2024

- Analyzed user stories to understand new feature requirements, designing and developing intuitive screen layouts and application flows.
- Conducted user research and usability testing, driving a 20% increase in satisfaction.
- Collaborated with product owners and developers, integrating designs for a 25% increase in engagement.

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WORK EXPERIENCE

UX/UI Designer and Researcher

Self Employed - Freelance | Sep 2020 - May 2022

- Produced graphics and media content for university labs, aligning with branding guidelines and vision.
- Utilized motion graphics and animations, driving a 15% increase in user interaction in academic settings.
- Managed and optimized local media campaigns, ensuring precise execution and budget management.
- Provided Tier 1 IT support in a university computer lab, demonstrating proficiency in technical troubleshooting and customer service.

Design Media Specialist & IT Specialist Assistant

Georgia State University | Mar 2016 - May 2022

- Produced graphics for university labs, aligning with the institution's branding guidelines and vision.
- Utilized motion graphics and animations, driving a 15% increase in user interaction in academic settings.
- Provided Tier 1 IT support in a university computer lab, demonstrating proficiency in technical troubleshooting and customer service.

UX Researcher

Army of Bees - Freelance | Jun 2019 - Jan 2022

- Facilitated the transcription of audio-recorded interviews, transforming spoken content into written text.
- Supported clients and stakeholders by providing valuable textual data for the affinity mapping process.
- Played a crucial role in information extraction, contributing to a comprehensive understanding of user insights and perspectives.

Graphic Designer

DoubleRaven Pictures - Freelance | Apr 2016 - Aug 2016

- Upheld the visual integrity of video content through meticulous quality control, ensuring adherence to team content standards.
- Spearheaded the creation of visually compelling graphics to enhance the overall appearance and engagement of video materials.
- Implemented industry trends to keep the content relevant, dynamic, and in alignment with evolving visual standards.

Graphic Designer

Indigo Studios - Freelance | Aug 2014 - Jul 2015

- Maintained the visual integrity of all video content with meticulous graphic design and rotoscoping techniques, ensuring a consistent and polished appearance.
- Conducted thorough quality checks to ensure videos met high standards and complied with team content guidelines.
- Kept up-to-date with industry trends and integrated them into video content, contributing to a dynamic and contemporary visual presentation.

Motion Graphics Designer

Matchlight Productions - Freelance | Aug 2013 - Dec 2014

- Designed motion graphics for Buckhead Dental and Team Lady 180, incorporating rotoscoping techniques for enhanced visual effects.
- Collaborated with team members to maintain visual consistency and meet project deadlines.
- Contributed to the creative direction and visual storytelling of video content.
- Ensured high-quality standards and adherence to client specifications and brand guidelines.