



www.rachelfelsinger.com

(949) 726-2816

rachelfelsinger@gmail.com

skills

- Creative Conceptualization
- UI/UX Design
- Rapid Prototyping
- Art Direction / Visual Design
- Typography
- Brand Identity Systems + Guidelines
- Motion & Animation
- Project Management
- Knowledge Of CSS/HTML

tools

- Figma & FigJam
- Sketch
- Principle
- Invision & Invision Studio
- Omnigraffle
- Adobe Creative Cloud CC
Photoshop | Indesign | Illustrator
- Microsoft Office
- Confluence & JIRA

education

UCLA EXTENSION

User Experience Survey *Nov 2016*

UX Tool Kit & Development *Nov 2016*

Design Thinking *Nov 2016*

GENERAL ASSEMBLY

User Experience Bootcamp *Oct 2015*

Introduction to User Centred Design *Oct 2015*

CAL STATE FULLERTON

Bachelor of Fine Arts in Graphic Design
(Summa Cum Laude), *May 2014*

experience

RALPH LAUREN

Director of Product Design | Mar 2020 - Present

- Lead UX design and research across multiple business work streams such as global flagship refresh, personalization, mobile optimization, full catalogue mobile app and connected retail.
- Strategize and execute design for data-driven, user-centric site experiences, from high-level user journeys and concept work to detailed interactions, flows, and visual design.
- Build and manage a talented, diverse, inclusive team of product designers that consistently delivers on projects and is well-balanced across a range of design skill sets including UX, UI and Interaction Design.
- Oversee multiple projects and scale design resources accordingly, ensuring deadlines are met and that team members are set up for success by setting clear and measurable goals.
- Collaborate with a cross-functional team to build and launch new product features to connect with users in personalized and relevant ways.
- Maintain design systems and libraries to ensure product-wide visual consistency.
- Work cross-functionally with Product and Engineering partners to represent the design team, facilitate design discussions, and give feedback for roadmap planning.

M·A·C COSMETICS

Associate Design Director, Digital Innovation | Nov 2018 - Mar 2020

- Conceptualized, wireframed and built hi-fidelity prototypes for new customer experience products as well as any projects that elevated interactivity in the brand's web presence.
- Collaborated with business partners and engineering on multiple "blue-sky" concepting projects to enhance the customers shopping experience across various platforms in-store and online.
- Translated merchandising strategies for new product launches into compelling, brand-right creative that facilitated the user's shopping journey and helped increase conversion in the brands digital store front.
- Led, designed and managed complete rebranding of global emails, loyalty program and customer retention communications.
- Lead and mentor junior designers, freelancers and outside vendors.

VICTORIA'S SECRET

UX Designer | Jan 2017 - Nov 2018

- Collaborated with multiple cross-functional brand partners to create innovative digital experiences that elevate and evolve the brands.
- Developed unique UX strategy and flows that facilitated the customer journey through various shopping funnels.
- Conceptualized and executed designs for 360° marketing strategies including editorial features, home and landing pages, special seasonal/brand shop as well as social and email campaigns.
- Direct and mentor web designers and interns through site launches, design refreshes for home and landing pages, editorial shops and special initiatives on mobile, tablet, and desktop.
- Maintained and oversaw a patterning library for design and functionality.



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experience (cont'd)

ANASTASIA BEVERLY HILLS

Digital Designer I May 2016 - Jan 2017

- Developed innovative designs for site wide and retailer websites
- Worked with the e-commerce team to design marketing campaigns including e-mail blasts, retargeting web ads for third party vendors.
- Worked with social and PR to build creative content for various social platforms.
- Assisted in directing product shoots for promotions and core product launches.

BCBGMAXAZRIAGROUP

Visual Designer, Brand I May 2014 - May 2016

- Layout and brand a wide range of projects including in-store directives, training guides, product knowledge books, presentations, and email marketing for all BCBGMAXAZRIA, Hervée Léeger and BCBGeneration stores globally.
- Created in-store artwork, signage, window/duratrans imagery and large-scale artwork used in tradeshows and showrooms.