





Rachel Braun

Senior Product Designer

 rbraun1223@gmail.com

 linkedin.com/in/rachbraun

 864-384-6226

Work experience

Red Ventures Sept 2018 - Present

Senior Product Designer

Work cross-functionally with dynamic internal teams within Red Ventures' owned and operated brands to own end-to-end user experiences utilizing user and data insights within Red Ventures' ecosystem.

Creative manager of hybrid cross-functional team leading design, content, and user research strategy while fostering their individual development.

Digital Interactive Designer

Lead iterative creative testing to drive customer acquisition and increase conversion for external clients in the telecommunications space including: Verizon, AT&T, DIRECTV, Frontier, and HughesNet.

Townsquare Interactive

Senior Web Designer, June 2016 - Sept 2018

Created custom branding, responsive websites, display ads and native mobile applications customized for each customer.

Promoted to Senior Tier III within 18 months due to strong performance and organizational impact.

Education & Learning

Bachelor's of Arts

University of South Carolina, 2011 - 2015

Major: Media Arts with a focus in Web Design

Minor: Web Development

Digital Accessibility Bootcamp

Deque, 2022

Leading Hybrid Teams

Workplaceless, 2022

Best Practices for Inclusive Photography

Red Ventures, 2022

Manager Leadership Education Program

Red Ventures, 2019

Skills & Tools

Figma, FigJam, Sketch, Adobe Creative Suite, Invision, Miro, Slack, Zoom

Responsive Design, UX/UI Design, Design System Development, User Testing and Research, Prototyping, Design Sprints, A/B Testing, Verbal and Written Communication, Co-Creations, Creative Sprints, Wireframing, Journey Mapping, Branding, Data-driven Design

Experienced with Kanban, Agile & Lean methodologies.

Coding fundamentals: HTML, CSS, JavaScript