SHIRA RABKIN

UX/UI DESIGNER + DIGITAL PRODUCT DESIGNER

CONTACT

🌐 www.shirarabkin.com

SKILLS

- Digital Product Design/User Experience Design
- UI Design
- Managing Design Systems
- Design Thinking
- Content Strategy
- UX Writing
- UX Research
- Wireframing & Prototyping
- User flows/storyboarding
- Information Architecture
- Design Sprint Facilitation
- Visual Design
- Web Design
- Web Accessibility
- Strategic Communication
- Customer Experience (CX)
- Presentations and public speaking
- Content Management Systems (CMS)
- Scrum/Agile

TOOLS

- Figma
- Jira
- Confluence
- Adobe Suite
- Miro
- LucidChart
- UsabilityHub
- Google Suite
- Microsoft Office
- YouTube Studio

EDUCATION

Certified Scrum Product Owner
Scrum Alliance - 2024

User Experience Design Certification, User Interface Design Certification
Career Foundry - 2022

B.A. English
University of Minnesota - 2019

VOLUNTEER

Member, Board of Directors, Chair of Technology Committee

Illusion Theater
2023 - Present

Free Arts Program Mentor

Big Brothers Big Sisters
2022 - 2023

EXPERIENCE

Lead User Experience and Product Design Consultant

Solution Design Group   May 2022 - Present

- Collaborated with diverse clients to design and launch new products and experiences as a full-stack design lead.
- Provided strategic guidance on product design, and mentored clients on UX and UI best practices.
- Engaged actively in agile work environments with engineers, product owners, and business stakeholders to create user-friendly design deliverables, resulting in consistently positive feedback from clients and users.

Client Work:

Girl Scouts River Valleys

- Led experience design for the redesign of an internal staff intranet.
- ·Conducted User Interviews with staff to understand and document user needs and pain points.
- Created user flows, wireframes, and high-fidelity designs to improve the usability of the intranet.

Cargill

- Collaborated with a cross-functional Scrum team on a responsive web product for farmers which made agronomic data entry process 10x faster for users.
- Led the entire design process for a brand-new product from conception to launch in just 9 months.
- Was entrusted to present polished designs to 50+ business stakeholders and C-suite executives at each milestone Sprint.
- Led visioning workshops and built hundreds of detailed high-fidelity mockups and prototypes, ensuring proper handoff to the engineering team.
- Wrote UX Research Plan, conducted 10+ usability tests, and synthesized UX Research into actionable suggestions for improvement

Reach Media Network

- ·Directed the full redesign of a Content Management System for a digital signage company, collaborating frequently with the director of Product and the CEO.
- ·Established a comprehensive design system from the ground up, ensuring proper implementation of design components.
- ·Crafted hundreds of intricate high-fidelity mockups for a complex web application, and meticulously managed the developer handoff process to ensure precise execution of designs.
- · Orchestrated usability tests and conducted thorough UX Research Analysis, offering strategic guidance and expertise to address and resolve usability issues.

UX/UI Designer

Wowza, inc.   2019 - 2022 (Contract)

- ·Used creative problem-solving abilities to guide agency clients through Design Sprints; brainstormed solutions using design thinking exercises, whiteboarding, and visioning activities.
- Created wireframes, high-fidelity mockups, and prototypes.
- Collaborated with engineers and product managers to execute on designs.
- Led User Research and conducted usability studies, leading to improved product usability and quality for clients.