

Graphic and Interactive Designer

Rachel Goldinger

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Work Experience

Internet Brands • El Segundo, CA

Mobile Interaction Designer • May 2015 – Present

- Collaborate with the Mobile and Product Teams to develop design concepts for different mobile platforms including: HTML5 mobile websites, WAP2.0 mobile websites, iOS Phone and Tablets, Android Phone and Tablets
- Develop, execute designs and preparing graphic assets for optimal delivery of the mobile web sites and apps
- Create sketches, wireframes and mockups to design and prototype interactive applications
- Lead product strategy for mobile applications occasionally
- Understand user needs through research, testing, surveys, data analysis and use of existing products
- Research and understand competitors and market dynamics to uniquely position Internet Brands mobile applications
- Interact with business, content and support teams to identify product goals and define metrics that inform the success of products
- Create and maintain product use cases, requirements, and wireframes
- Work with engineering teams to prioritize features and build product roadmaps

Hotpoint Mobile App • Hollywood, CA

Design Lead • August 2014 – March 2015

- Engineered the design and development of Hotpoint's video social network mobile app for iOS and Android from the beginning
- Development included: field research, private interviews, formal user experience tests, drafted concepts/mood boards, and composed a finalized branding and style sheet which accompanied final screen designs
- Was the primary graphic designer, I worked directly with the Chief Operations Officer and Chief Technology's Officer daily
- Recruited developers
- Designed and front-end developed the sister application (for iOS), business integration dashboard, and company website

Contract Experience

Institute of Diamond Evaluation • Los Angeles, CA

Graphic/UI Design Consultant • December 2014 – Present

Re-branded the Institute of Diamond Evaluation giving it a more modern and chic twist. Design pamphlets, diamond certificates, jewelry certificates, etc. Consultate with the web developer weekly in preparing and building an ecommerce platform.

Startup Mobile App • Santa Monica, CA

Mobile UI Design Consultant • April 2015

Worked closely with the product and development team to develop early concepts into engaging user experiences, as well as branding components for the sister app. Created interaction models, mockups, wireframes, and layouts that promoted ease of use, as well as optimized how customers will interact with all products (i.e. main mobile app, sister app, as well as companion websites) and features. Prepared prototypes for the new product applications and features.

Education

Art Center College of Design • Pasadena, CA • December 2013

Bachelor of Fine Arts in Graphic Design with an emphasis in interactive and identity development

X-Prize • Pasadena, CA • May – August 2013

Worked through Art Center College of Design closely with Qualcomm Tricorder X-prize Senior Director, Mark Winter, to create a device using retinal imaging to help detect diseases. Worked in a small group to develop a prototype and motion piece scenario, as well as mobile device application.

University of Arizona • Tucson, AZ • September 2010 – May 2011

Business Management courses

Skills

Software

Mac OS X
Microsoft Windows
Illustrator
InDesign
Photoshop
Sketch
After Effects
Edge Animate
Adobe Reader
FontLab Studio
Dreamweaver
Digital Publish Suite
Microsoft Office
Google Documents
Quicktime
iWork
Coda
Xcode5-DP6
Sublime Text

Programming Languages

HTML • CSS
JavaScript • jQuery
C (Functional)
C++ (Functional)

Spoken Languages

English - Fluent
Spanish - Familiar
Hebrew - Familiar

Awards

Art Center College of Design Dean's List 2013

Awarded for academic accomplishments and earning a gpa of 3.80 and above.

Activities

Chabad of Brentwood

Volunteer • 2008 - Present

Helped run their children's daycare as well as designed fliers, calendars, etc.

Alpha Epsilon Phi Sorority

Member • Since 2010

References available upon request.