Rachel Jinks

UX/UI Designer

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I'm focused on creating meaningful experiences through design.

Jan '20 - Present

Publicis | UX/UI Designer

Researched and identified problems through client meetings and user research. Collaborated with the analytics team to identify customer pain points resulting in data-driven design decisions.

Responsible for creating digital assets for Mercedes-Benz leading site & associated brands, which supported the design of functional and elegant digital experiences across different digital interactive platforms.

Responsible for crafting user flows, wireframes, sitemaps, user research, collaboratively conducting user interviews and designing interfaces that were implemented onto the Online Showroom and OneWeb to ensure seamless user navigation.

March '19 - January '20

Firemind | UX/UI Designer

Developed and maintain an evolving set of design patterns and style guidelines for internal marketing and digital.

Collaborated with the senior UX designer on user personas, wireframes, mock-ups and prototypes for a mobile application, ensuring customer usability was at the centre of our focus.

Designed UI from inception to final production and successfully launched with our developers 'Digital Gold" for the Direct Bullion website. Increasing the conversion rate of their customers by 12% within the first month.

June '18 - March '19

Silverdoor | Digital Designer

Collaborated with the developers to redesign and implement new style guidelines for our parent and child brand websites, email campaigns and online social platforms.

Utilized social media as a platform to launch digital designs to educate our customers, raise awareness and organize events.

Designed in-app graphics, promotional brand assets and daily content.

Collaborated with the lead designer to create Orbi, an intelligent serviced apartment assistant, an extension from our parent website. This included user personas, wireframes, designing a new brand system.

Education

Graphic Design (BA
1st class achieved to date (76%)
University of Southamptom
2015 - 2018

Graphic Design (FD)
1st class achieved to date (84%)
University of the Creative Arts
2014 - 2015

Tools

Sketch
Zeplin
Invision/Proto Pie
Adobe Creative Suite

Skills

Prototyping
Wireframing
User Persona's
User Research
Low - Hi fidelity Design
User Interviews
Interaction Design
Responsive Design
Usability Testing
Presenting

References available on request