

Rachel Jinks

UX Designer

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I'm focused on creating meaningful experiences through design.

January 2022 - Present

Wunderman Thompson | UX Designer

- Lead user testing workshops including user interviews, card sorting exercises, tree tests and client IA work sessions
- Currently collaborating with a dev to create our first Figma, plug-in from identifying an opportunity to productise specific processes
- Working heavily with the data team and AEM platform to identify behavioural patterns, anomalies and correlations
- Work with PMs to scope and create realistic timelines for projects, and identify any issues that could be cause for concern whether that is at the beginning of the project or throughout
- Work with the clients to understand the business goals of the project, highlighting concerns regarding the outcome

January 2020 - January 2022

Publicis | UX/UI Designer

- Worked alongside the UX lead, devs and data team to launch the first Mercedes Benz Online Showroom
- Conducted client meetings and work sessions to identify problems and opportunities in the current scope of work
- Collaborated with the analytics team to pinpoint customer pain points resulting in data led design decisions
- Created digital assets for Mercedes-Benz and associated brands, supporting the design of digital experiences across various platforms
- Worked with the dev team to ensure accessibility practices were being followed

March 2019 - January 2020

Firemind | UX/UI Designer

- Developed and maintained a set of design patterns and style guidelines for a variety of clients
- Created user personas, wireframes, mock-ups, and prototypes for a mobile application, making sure that customer usability was our main focus
- Designed the UI from the beginning to end and successfully launched "Digital Gold" for the Direct Bullion website. Leading to a 12% increase in the conversion rate of their customers within the first month

June 2018 - March 2019

Silverdoor | UX/UI Designer

- Working with the lead UX designer I collaborated with developers to redesign our brand and implement new style guidelines for our parent and child sites
- Utilised social media to launch digital designs to educate customers and organise events
- Collaborating with design and dev's to develop Orbi, an intelligent serviced apartment assistant connected to our website, involving user personas, wireframes, and a new brand system

Education

Digital design (BA)
University of Southampton (1:1)
2018 graduate

Graphic design (FD)
UCA (1:1)
2015 graduate

Tools

Figma
Sketch
Maze
Invision
Zeplin
AEM
Adobe Creative Suite

Skills

Wire-framing
Prototyping
User persona's
User interviews
Card sorting
Tree testing
Usability testing
Accessibility
IA

References available on request