Rachel Donné

UX Designer | Design Strategist | Creative Lead

419-601-2433
rachel@donne.email

EXPERIENCE

Nike, Inc. | Lead UX Designer
APRIL 2024 – MARCH 2025

Joined a fast-paced UX research project that involved conducting fieldwork with customers to gain insights into their purchasing experiences. Collaborated with the research team to analyze and synthesize the collected data into comprehensive digital and physical presentations for stakeholder review.

Designed a custom site to serve as the central hub for information on the new validation and research process. This initiative is poised to standardize and influence UX research practices across multiple teams at Nike.

Bowflex, Inc (Nautilus) | Lead UX Designer
NOVEMBER 2021 - APRIL 2024

Orchestrated the design of companion software for next-generation workout equipment, leading a team through user research, UX flows, and high-fidelity mock ups.

Championed design decisions with stakeholders, backed by user research and analytics, to enhance product and service offerings.

Platt Electric Supply (Rexel USA) | Senior UX Designer
DECEMBER 2018 - OCTOBER 2021

Contributed to user experience for B2B sales and marketing tools and the redesign of consumer-facing online storefront, aligning with strategic company goals.

Bunchball, Inc (Bi Worldwide) | Visual UI / UX Designer
MAY 2017 - APRIL 2018

Developed visual strategies for client-side applications, including gamification designs. Managed our internal brand design, collaborating with marketing on visual communications and asset creation.

PORTFOLIO

racheldonne.com
linkedin.com/in/racheldonne

LEADERSHIP SKILLS

Team Management
Cross-Team Collaboration
Communication
Interpersonal Skills
Build Strong Relationships
Project Coordination
Creative Direction
Strategic Thinking
Presentation Skills

DESIGN SKILLS

Prototyping
UX Case Studies
User Flows
UX Research
Content Management
Emerging Trends
Brand Design
Iconography
Info-graphics
Digital Illustration
Concept to Completion

SOFTWARE SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe Premiere
Figma | Figjam
Sketch
Miro
Apple Keynote
Google Slides
Microsoft PowerPoint

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Nourish Technology Inc. | Brand & Visual Designer
JULY 2016 - OCTOBER 2016

Created brand elements and marketing materials for BreakfastBox, Inc., including style guides and visual identity development.

Western Digital | Visual UI/UX Designer
AUGUST 2014 - APRIL 2015

Enhanced the user experience for the My Cloud brand, including redesign of on-boarding flows, file sharing features, and vector illustrations for marketing.

Playdom (Walt Disney Company) | UI/UX Designer
FEBRUARY 2012 - MARCH 2014

Led visual direction and UX design for web and iOS titles, including complete redesigns of established games and the creation of new game UI and dynamic in-game assets.

Zazzle.com | Graphic Designer
DECEMBER 2007 - JANUARY 2012

Worked with well know clients such as Disney, Lucas Films, and Nickelodeon to develop custom Zazzle e-commerce store fronts, virtual products, and marketing material from their creative assets. Developed website and interface design mock-ups as needed.

Led a team of new designers through the store development procedure. Trained team members and assured their designs were consistent with the brand's vision and articulated their daily tasks, providing feedback on progress.

EDUCATION AND TRAINING

Bowling Green State University | BFA, Digital Arts
SEPTEMBER 2001 - MAY 2005

President of the Computer Art Club. Duties included organizing weekly meetings, managing and running fundraisers, hosting student animation screenings, and booking guest speakers.