

RACHEL VANAKEN

rvanaken.com

Grand Rapids, MI

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- Senior UX Designer with 7+ years of experience designing B2B SaaS products for mission-driven organizations.

EXPERIENCE

Senior UX Designer

Subsplash | April 2025 – Present

UX Designer

Subsplash | March 2021 – April 2025

- Led end-to-end UX design for 2-3 agile teams on a B2B SaaS platform serving 20,000+ nonprofit organizations, owning discovery through delivery for donation & payment systems
- Redesigned and iterated on donation and account experiences utilized weekly by millions of end users, and expanded support for stock & crypto donations, increasing donation flexibility and reducing friction for nonprofits and donors alike
- Partnered with PMs to conduct qualitative research and usability testing, identifying and validating user needs & translating business goals into software solutions
- Worked with engineers to ensure accurate implementation and navigate technical constraints, collaborating to deliver meaningful UX improvements alongside larger initiatives
- Utilized & contributed to a design system shared across 10 product teams, ensuring compliance in development and production environments

UX Designer

Amesite | August 2018 – March 2021

- Worked as a sole designer within engineering to launch the company's first product offering, leading to going public
- Managed UX design of a SaaS platform over 2 generations.
- Designed and produced all company branding & marketing materials while product offerings shifted industries
- Developed and maintained the company's web presence

Product Design Intern

Duo Security | May 2018 – August 2018

- Within a 3-month contract position—conducted user interviews to understand needs while planning for the home of a Duo Design System
- Created preliminary designs while learning and working within the Cross-platform Design Team to identify needs

EDUCATION

Ferris State University

College of Business

Bachelor of Science in Graphic Design

SKILLS

UX & Product design

- End-to-end product design
- Complex workflow strategy
- Design systems at scale

Research & validation

- Qualitative research
- Usability testing & prototyping
- Customer survey design

Collaboration

- PM & Engineering partnership
- Peer design critique
- Cross-team roadmap alignment

Tools

- Sketch
- Figma
- Illustrator
- InDesign
- Zeplin
- Jira