

RACHEL MCCASLIN

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VISUAL DESIGNER, SPECIALIZING IN UI & GRAPHIC DESIGN

I enthusiastically operate in the niche intersection of graphic and product design.

My deep understanding of UX/UI and my extensive experience as a graphic designer allows me to speak a unique language in a specialized corner of the industry.

EDUCATION

CAREERFOUNDRY JAN 2021
UX / UI CERTIFICATION

UNIVERSITY OF MISSISSIPPI AUG 2018
B.F.A. FINE ART & GRAPHIC DESIGN

SKILLS

UX Research	Production Design
UI Design	Branding
Web Design	Agile & Scrum Process
Illustration	Retouching/Compositing
CRM	360/180 Campaigns

SOFTWARE

Photoshop	Wrike
InDesign	Asana/Jira
Illustrator	Webflow
Figma	Monday
Firefly	Topaz

SOCIALS

[LinkedIn](#) [Etsy](#)
[Instagram](#)

EXPERIENCE

HBO MAX | WARNER BROTHERS DISCOVERY

SENIOR DESIGNER · MAR - AUG 2023 | JAN 2024 - PRESENT

- [Designed product UI assets for HBO Max 180 campaigns](#) – covering holidays, diversity, and promotions—across multiple touchpoints such as Immersive Heroes, Tiles, Headers, and Themed Rails.
- [Developed the look and feel for the Starz + Max Bundle 360 campaign](#), delivering balanced brand concepts on a tight timeline while incorporating feedback from Starz and Amazon teams. The project included three title phases and resulted in 129 assets formatted for Amazon Prime, Fire TV platforms, and DSP ads.
- Co-led the [redesign for platform genre tiles](#) to support A/B testing of a new nano tile feature, responding to evolving research briefs and collaborating with a fellow designer to deliver multiple concept iterations.
- Led creative development of reusable [email templates](#) and [digital assets](#) for the Magic Bundle 360 campaign, collaborating cross-functionally with TWDC to ensure brand alignment across onboarding efforts and Upper Funnel Advertising—revisited quarterly to update key art and reflect company rebrands.
- Contributing Designer on the Brand and Creative team awarded Apple's 2025 App of the Year; drove UI/UX improvements and visual system refinements that elevated user experience and positioned the app as a more premium offering.

CAESARS SPORTSBOOK AND CASINO

SENIOR DESIGNER · APR 2022 - MAR 2023

- [Overhauled retention promos](#) by applying product methods and partnership IP; resulting in improved UI sophistication and increased e-mail impressions.
- Sole designer responsible for producing [Sportsbook and Casino retention assets](#), completing 30-50 promo sets a week that targeted existing users.
- Demonstrated project management skills by collaborating closely with stakeholders, reorganizing request systems and timelines, tempering expectations, and reestablishing design control to preserve guideline integrity and reinforce designer expertise.
- Creative head in establishing a collaborative relationship between creative, product, and publishing teams to ensure in-app templates would be updated for phase launches and improve usability.

DRAFTKINGS INC.

MID LEVEL DESIGNER · MAR 2021 - APR 2022

- [Completed 8-10 projects per week](#) centered around themed campaigns, CRM/paid social advertisements, logo/icon design, Figma landing pages, OOH advertising, and product design for Sportsbook, DFS, and Casino verticals.
- Communicated with DK shareholders and legal department weekly to provide deliverables that adhered to DK offers, official partner legalities, and government compliance.
- Acted as liaison between Dev team and project stakeholders to ensure wireframes stayed within ContentStack capabilities that could be designed and published within a short time frame.
- Collaborated with multiple DK partnerships (NFL, MLB, UFC, PGA, NBA, spokespeople, etc.) that required consistent care for evolving partner requirements, frequent feedback and final approval on all creative assets.