

# Rachel Bavaresco

[www.rachelbavaresco.com](http://www.rachelbavaresco.com)  
Brooklyn, NYC

References available  
upon request

(310) 871-0682  
rachelbavaresco@gmail.com

## Introduction

Design Director and Product Designer with 6+ years of experience across platforms and 2 years leading teams and creative workflows. I focus on turning complex, multi-touchpoint challenges into clear, intuitive experiences through systems thinking, workflow mapping, and thoughtful design craft. My background spans B2B, DTC, e-commerce, and platform work, with a strong track record improving collaboration across teams.

## Education

**Pratt Institute**  
BFA, Digital Arts  
2021

**California Institute of the Arts**  
Animation Residency  
2017

## Skills

**Product & Experience:** Product strategy, systems thinking, workflow mapping, journey orchestration, service design, design systems, data-driven design, UX research, AI-assisted design

**Leadership:** Team management, coaching and mentorship, hiring, stakeholder communication, operational optimization, player-coach leadership

**Languages:** English (Fluent), Portuguese (Fluent), Spanish (Intermediate)

## Work Experience

2025 – Present

### Director of Visual Media BX Studio

Built and led a 6-person Visual Media department, including hiring, role definition, workflow design, and cross-functional integration. Created operational frameworks that increased department output and supported ~40% of company-wide revenue. Partnered with product, account services, and development teams to ensure cohesive brand and product experiences.

2025

### Associate Creative Director BX Studio

Lead Design Director for enterprise B2B platforms and websites (**WeightWatchers, Verifone, & more**). Managed and coached junior designers. Established a UX-to-UI workflow that improved team clarity and consistency across large-scale redesign programs. Collaborated with engineering and product stakeholders to align experience, technical constraints, and roadmap priorities.

2024

### Senior Product Designer Platter

Lead product designer for e-commerce experiences across DTC and B2B (**Method, Mrs. Meyers, GFuel, & more**). Architect of a proprietary cross-disciplinary product system that improved operational clarity and streamlined decision-making. Conducted qualitative and quantitative research to identify workflow bottlenecks and improve user and internal team experiences.

2023

### Digital Designer Barrel

Led redesign projects for consumer and enterprise brands (**McCormick, Stanley Black & Decker, Cabot, Once Upon a Farm & more**). Overhauled the internal web-system framework, improving designer-developer collaboration and reducing cycle times. Worked cross-functionally with strategy, PM, and engineering teams to ensure UX alignment with product, content, and operational needs.

2022

### UI/UX Designer Black & Black Creative

Lead product designer for luxury e-commerce (**Oribe, Gigi Hadid's Guest in Residence, USM, Retrouvé & more**). Developed end-to-end UX flows, IA, and design systems to support high-touch, multi-surface brand experiences. Partnered with engineering to refine feature requirements, improve feasibility, and optimize build sequencing.

2021

### Product Designer Getir

Delivered UI updates adapting global designs for an American audience. Redefined interaction patterns and visual layouts based on user response, data, and performance metrics. Supported A/B testing cycles to improve usability and customer retention.

2020 – Present

### Art Director & Animator Multiple Clients

Directed visual narratives and led creative execution for animated films and branded content (Hulu's Pen15 Animated Special, Ottawa International Animation Festival). Collaborated across disciplines to deliver cohesive multi-channel content experiences.

2018-2019

### Graphic Designer Promee Startup Platform

Designed brand and marketing materials for a platform connecting businesses with users to access promotions and in-store offers. Supported the marketing team with rapid-turnaround assets for campaigns, including social ads, print collateral, and in-app promotional content. Delivered consistent visual systems across digital and physical marketing channels used by participating businesses.