

# Rachel Quan

## UX/UI Designer

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### Skills

UI Design / UX Research & Methodology / Responsive Design / Empathy Interview / Journey Mapping / Prototyping / Wireframing / Information Architecture / Interaction Design / Design System / Branding / Design Thinking / Human-Centered Design

Figma / Adobe CC / Miro / Webflow / Basic HTML & CSS

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### Experience

#### **Cynda Media Lab** UX/UI & Brand Designer

OCTOBER 2024 - PRESENT, NYC

Conducted empathy interviews, surveys, and competitive research. Presented key findings to creative directors.

Transformed research insights into user-centric, intuitive designs across all touchpoints, including web, mobile, and physical material.

Performed rounds of iterations and feedback implementation to turn rough concepts into polished, cohesive user experiences that adhere to brand guidelines and vision.

Partnered closely with creative directors, web developers, and content strategists to communicate points of concern and work out solutions. Guided onboarding interns and team members.

Developed mood boards, color palettes, and design systems. Advocated for best practices (WCAG and colorblind-safe schemes).

Beyond UX/UI: Built an icon system. Developed a custom brand typeface. Designed packaging and delivered print files. Explored art directions for brand redesigns.

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### Education

#### **SUNY Fashion Institute of Technology**

##### **Advertising & Digital Design** BFA

AUGUST 2022 - MAY 2024, NYC

Skills: UX/UI / Digital Product Design / TV & Web Video / Strategy

##### **Communication Design** AAS

AUGUST 2020 - MAY 2022, NYC

Skills: Concept Development / Layout Systems / Visual Design

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### Awards

2025 Muse Awards / Corporate Identity Redesign / Gold

2025 Muse Awards / Corporate Identity - Brand Identity / Gold

2024 SUNY FIT Departmental Medal / Advertising & Digital Design

2024 Creative Conscience Awards / Digital & Technology / Bronze