Rachel Quan

UX/UI Designer

New York, NY • rachel-quan.com • linkedin.com/in/rachelquan1 • rquan.design@gmail.com

SKILLS

Research: Empathy Interviews, Journey Mapping, User Personas, User Testing, Surveys, Competitive Analysis.
Design: UI/UX, Design Systems, Responsive Design, Interaction Design, Wireframing, Prototyping, Information Architecture, Brand Identity, Typography, User-Centered Design.
Tools: Figma, Miro, Adobe Creative Cloud, After Effects, Webflow, ProtoPie, HTML/CSS.

WORK EXPERIENCE

Cynda Media Lab — **New York, NY**
UX/UI & Brand Designer — *Oct 2024 – Present*

- Co-developed the full rebrand of Vibrant Health, from ideation and brand guidelines to packaging, marketing, and website, winning 2 Gold Muse Awards for corporate identity.
- Led 15+ empathy interviews, surveys, and competitive audits, presenting findings to creative directors to inform project direction.
- Translated research findings into deliverables across client projects, including interactive microsites and strategic label packaging, iterating through multiple rounds of feedback to refine concepts for client rollout.
- Designed 17+ client-approved responsive pages for the Vibrant Health website, applying the new brand guidelines for consistency across devices.
- Designed an educational game for a Taiwanese government data protection commission in two formats, digital and physical, taking it from wireframes to a fully playable WCAG-compliant experience.
- Contributed to Figma design systems across client projects, designing a 27-icon set for a data protection commission and a custom typeface for Vibrant Health, and building a colorblind-safe palette for The Footwear Collective non-profit.
- Partnered weekly with creative directors, developers, and content strategists to ship 4 projects, preparing design specs and handoff for implementation and QA; mentored 2 interns through onboarding.

EDUCATION

Fashion Institute of Technology — **New York, NY**
Advertising & Digital Design BFA — *Aug 2022 – May 2024*
Communication Design AAS — *Aug 2020 – May 2022*
Minor in Art History | Summa Cum Laude | 2024 Departmental Medal, A&DD

AWARDS & RECOGNITION

Client Work (Vibrant Health):
2026 NY Digital Awards: 3 Silvers, Social Media (Copywriting, Humor, Consumer)
2025 Muse Awards: 2 Golds, Corporate Identity (Redesign, Brand Identity)

Student Work:
2024 Creative Conscience Awards, Digital & Technology, Bronze
2024 Young Ones ADC, Interactive/Art Direction, Merit
2023 FIT CT&D Type Design Scholarship, Runner-Up

Client Work (Vibrant Health): 2026 NY Digital Awards: 3 Silvers, Social Media (Copywriting, Humor, Consumer) • 2025 Muse Awards: 2 Golds, Corporate Identity (Redesign, Brand Identity)

Personal Work: 2024 SUNY FIT Departmental Medal, Advertising & Digital Design • 2024 Creative Conscience Awards, Digital & Technology (Bronze) • 2023 FIT CT&D Type Design Scholarship, Runner-Up

-
- Led 15+ empathy interviews, surveys, and competitive audits, and presented findings to creative directors to shape [project] direction.
- Built a design system and icon library in Figma, with WCAG-compliant, colorblind-safe palettes, used across web, mobile, and print.
-
- Built a design system and icon library from scratch for Vibrant Health, including a custom typeface and WCAG-compliant, colorblind-safe palettes, ensuring consistency across web, mobile, and print.
- Presented research findings and design rationale to creative directors at project milestones, adapting concepts based on feedback.
-
- Delivered a brand guidelines website

—-------

- Led the full rebrand of Vibrant Health, from ideation and brand guidelines to packaging, marketing, and website, winning 2 Gold Muse Awards for corporate identity.
- Designed 30+ website pages for the Vibrant Health redesign, applying the new brand guidelines for consistency across web, mobile, and print.
- Built a Figma design system with a custom brand typeface and a 28-icon library, using WCAG-compliant, colorblind-safe palettes.
- Designed an educational game for Taiwan's Personal Data Protection Commission in two playable formats, digital and physical.
- Led 15+ empathy interviews, surveys, and competitive audits, and presented findings to creative directors to shape design direction.
- Partner weekly with creative directors, developers, and content strategists to ship 4 projects; mentored 2 interns through onboarding.

—---------

- Co-constructed the full rebrand of Vibrant Health, from ideation and brand guidelines to packaging, marketing, and website, winning 2 Gold Muse Awards for corporate identity.
- Led overall 20+ empathy interviews, surveys, and competitive audits, and presented findings to creative directors to shape project directions.

- Translate qualitative and quantitative insights into wireframes, user flows, and interactions.
- Prepared design specs and handed off components to developers, supporting implementation and QA.
- Designed 30+ website pages for the Vibrant Health redesign, applying the new brand guidelines for consistency across web, mobile, and print, resulting in higher customer conversion rates.
- Contributed to and implemented Figma design systems and icon libraries over multiple projects, including a custom typeface and WCAG-compliant, colorblind-safe palettes, ensuring consistency across web, mobile, and print.
- Designed an educational game for Taiwan's Personal Data Protection Commission in two playable formats, digital and physical—starting from wireframe to full playable user experience.
    - Translated a physical board design into intuitive, engaging gaming experience.
- Partnered weekly with creative directors, developers, and content strategists to ship 4 projects; mentored 2 interns through onboarding.
- Presented research findings and design rationale to creative directors at project milestones, adapting concepts based on feedback.

—----------

- Contributed to Figma design systems across multiple projects, designing a 28-icon library, a custom typeface, and WCAG-compliant, colorblind-safe palettes for consistency across web, mobile, and print.
- Contributed to Figma design systems across multiple projects, including a custom typeface and WCAG-compliant, colorblind-safe palettes, and custom 28-icon system—ensuring cohesive storytelling in digital and print and socials.

—----------

ADJUSTED PREVIOUS

- Co-developed the full rebrand of Vibrant Health, from ideation and brand guidelines to packaging, marketing, and website, winning 2 Gold Muse Awards for corporate identity.
- Led 15+ empathy interviews, surveys, and competitive audits, and presented findings to creative directors to inform project direction.
- Transformed research findings into design rationale, in multiple instances including interactive microsites and strategic packaging—engaging in rounds of iteration and adapting concepts based on feedback.
- Designed 30+ responsive website pages for the Vibrant Health redesign, applying the new brand guidelines for consistency across devices.
- Contributed to Figma design systems across multiple projects, including a custom typeface and WCAG-compliant, colorblind-safe palettes, and custom 28-icon system—ensuring cohesive storytelling in digital and print and socials.
- Contributed to Figma design systems across multiple projects. Includes designing a 28-icon library, a custom typeface, and WCAG-compliant, colorblind-safe palettes for consistency across web, mobile, and print.
- Designed an educational game for Taiwan's Personal Data Protection Commission in two formats, digital and physical, taking it from wireframes to a fully playable experience.
- Partnered weekly with creative directors, developers, and content strategists to ship 4 projects, preparing design specs and handoff for implementation and QA; mentored 2 interns through onboarding.

ALL CLAUDE

- Co-developed the full rebrand of Vibrant Health, from ideation and brand guidelines to packaging, marketing, and website, winning 2 Gold Muse Awards for corporate identity.

- Led 20+ empathy interviews, surveys, and competitive audits, presenting findings to creative directors to inform project direction.
- Translated research findings into interactive microsites and strategic packaging, iterating through multiple rounds of feedback to refine concepts.
- Designed 30+ responsive website pages for the Vibrant Health redesign, applying the new brand guidelines for consistency across devices. *[Add a verified result here if you have one.]*
- Contributed to Figma design systems across multiple projects, designing a 28-icon library, a custom typeface, and WCAG-compliant, colorblind-safe palettes for consistency across web, mobile, and print.
- Designed an educational game for Taiwan's Personal Data Protection Commission in two formats, digital and physical, taking it from wireframes to a fully playable experience.
- Partnered weekly with creative directors, developers, and content strategists to ship 4 projects, preparing design specs and handoff for implementation and QA; mentored 2 interns through onboarding.
    -
    -
- Designed 15 responsive pages and 30+ layouts pages for the Vibrant Health website, applying the new brand guidelines for consistency across devices.
    -

—-----

RESULT

- Co-developed the full rebrand of Vibrant Health, from ideation and brand guidelines to packaging, marketing, and website, winning 2 Gold Muse Awards for corporate identity.
- Led 15+ empathy interviews, surveys, and competitive audits, and presented findings to creative directors to inform project direction.
- Translated research findings into deliverables across client projects, including interactive microsites and strategic label packaging, iterating through multiple rounds of feedback to refine concepts.
- Designed 15+ responsive pages and 30+ layouts for the Vibrant Health website, applying the new brand guidelines for consistency across devices.
- Contributed to Figma design systems across multiple projects, designing a 28-icon library, a custom typeface, and WCAG-compliant, colorblind-safe palettes for consistent brand experiences across web, mobile, and print.
- Designed an educational game for Taiwan's Personal Data Protection Commission in two formats, digital and physical, taking it from wireframes to a fully playable experience.
- Partnered weekly with creative directors, developers, and content strategists to ship 4 projects, preparing design specs and handoff for implementation and QA; mentored 2 interns through onboarding.

—-----

RAN THRU CLAUDE AGAIN

- After: Contributed to Figma design systems across multiple client projects, including a 28-icon library, a custom typeface, and WCAG-compliant, colorblind-safe palettes applied across web, mobile, and print.
-
- Contributed to Figma design systems across client projects, designing a 28-icon library for Taiwan's PDPC and a custom typeface for Vibrant Health, and building WCAG-compliant, colorblind-safe palettes for a footwear sustainability non-profit across web, mobile, and print.
    - Previous: Contributed to Figma design systems across multiple client projects, including a 28-icon library for PDPC, a custom Vibrant Health typeface, and WCAG-compliant, colorblind-safe palettes applied across web, mobile, and print for a footwear sustainability non-profit.

- Co-developed the full rebrand of Vibrant Health, from ideation and brand guidelines to packaging, marketing, and website, winning 2 Gold Muse Awards for corporate identity.
- Led 15+ empathy interviews, surveys, and competitive audits, and presented findings to creative directors to inform project direction.
- Translated research findings into deliverables across client projects, including interactive microsites and strategic label packaging, iterating through multiple rounds of feedback to refine concepts for client rollout.
- Designed 15+ responsive pages and 30+ layouts for the Vibrant Health website, applying the new brand guidelines for consistency across devices.
- Contributed to a dedicated brand guidelines website, giving Vibrant Health's internal team a single reference for brand standards.
- Design an educational game for Taiwan's Personal Data Protection Commission in two formats, digital and physical, taking it from wireframes to a fully playable experience.
- Contributed to Figma design systems across client projects, designing a 28-icon set for Taiwan's PDPC and a custom typeface for Vibrant Health, and building WCAG-compliant, colorblind-safe palettes for The Footwear Collective non-profit.
- Partnered weekly with creative directors, developers, and content strategists to ship 4 projects, preparing design specs and handoff for implementation and QA; mentored 2 interns through onboarding.

—----

INPUT

Co-developed the full rebrand of Vibrant Health, from ideation and brand guidelines to packaging, marketing, and website, winning 2 Gold Muse Awards for corporate identity.

Led 15+ empathy interviews, surveys, and competitive audits, presenting findings to creative directors to inform project direction.

Translated research findings into deliverables across client projects, including interactive microsites and strategic label packaging, iterating through multiple rounds of feedback to refine concepts for client rollout.

Designed 19+ client-approved responsive pages for the Vibrant Health website, applying the new brand guidelines for consistency across devices.

Designed an educational game for a Taiwanese government data protection commission in two formats, digital and physical, taking it from wireframes to a fully playable experience.

Contributed to Figma design systems across client projects, designing a 28-icon set for a data protection commission and a custom typeface for Vibrant Health, and building WCAG-compliant, colorblind-safe palettes for The Footwear Collective non-profit.

Partnered weekly with creative directors, developers, and content strategists to ship 4 projects, preparing design specs and handoff for implementation and QA; mentored 2 interns through onboarding.

CLAUDE OUTPUT

- Co-developed the full rebrand of Vibrant Health, from ideation and brand guidelines to packaging, marketing, and website, winning 2 Gold Muse Awards for corporate identity.
- Led 15+ empathy interviews, surveys, and competitive audits, presenting findings to creative directors to inform project direction.

- Translated research findings into deliverables across client projects, including interactive microsites and strategic label packaging, iterating through multiple rounds of feedback to refine concepts for client rollout.
- Designed 19+ client-approved responsive pages for the Vibrant Health website, applying the new brand guidelines for consistency across devices.
- Designed an educational game for a Taiwanese government data protection commission in two formats, digital and physical, taking it from wireframes to a fully playable experience.
- Contributed to Figma design systems across client projects, designing a 28-icon set for a data protection commission and a custom typeface for Vibrant Health, and building WCAG-compliant, colorblind-safe palettes for The Footwear Collective non-profit.
- Partnered weekly with creative directors, developers, and content strategists to ship 4 projects, preparing design specs and handoff for implementation and QA; mentored 2 interns through onboarding.