Rachel Quan

UX/UI Designer

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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 web design 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