

# RACHAEL 'RAI' GETHERS

User Experience Designer

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## CAREER SUMMARY

Creative, curious, and innovative designer with experience translating business requirements and user research into delightful digital products, visual stories, and user interfaces — placing the user at the center of every decision. Lifelong learner and champion for design thinking with a finger on the pulse of emerging UI / UX concepts, culture, and inclusive design. Specializes in identifying and highlighting unique brand and product capabilities and styles to convey complex concepts across different audiences. Flexible and collaborative with the ability to quickly learn new tools and processes. Passionate about creating and fostering environments for the next creative generations.

## EXPERTISE

UI/UX Design | Product Design | Information Architecture | Wireframing | Prototyping | User Research | Usability Testing | Data Analysis | Personas | Journey Maps | Accessibility | Strategy | Branding | Coaching | Cross-Functional Collaboration | Agile

## TECHNICAL SKILLS

Figma | Sketch | Miro | Invision | Adobe XD | Zeplin | HTML | SQL | CSS | Adobe Experience Manager | Adobe Creative Suite | JIRA | Trello | Axure RP | HotJar | Whiteboards and Sharpies

## PROFESSIONAL EXPERIENCE

**INSTRUCTIONAL SPECIALIST** | Georgia Institute of Technology | Atlanta,GA June 2021 – Present

Serving as an instructor for a 24-week UX/UI career accelerator through Trilogy Education Services at Georgia Institute of Technology. I educate students on the fundamentals of the design thinking process--user-centered research, design methods and best practices, testing methodologies, team collaboration, and client relations.

**SENIOR USER EXPERIENCE DESIGNER** | Anthem, Inc. | Remote May 2020 – Present

Currently, I design responsive websites for several insurance markets with various brands and clientele. I also migrate Oracle WebCenter Sites (WCS) to Adobe Experience Manager (AEM). I create the best design experience based on project needs while working with a cross-functional team and adhering to 508c compliance and complex guidelines.

**USER EXPERIENCE INTERACTION DESIGNER** | Cox Automotive Inc. | Atlanta,GA Mar 2020 – May 2020

I designed and created visuals for the revamp of Manheim and [OVE.com](http://OVE.com), North America's largest wholesale used-vehicle marketplace to make for a seamless buying and selling experience that assisted in higher conversion rates and customer satisfaction.

**UX STRATEGIST** | T3 | Atlanta,GA July 2019 – Aug 2019

As a UX Strategist, provided strategic project guidance for one of the largest global moving companies, Suddath by hosting design workshops and conducting UX audits on the company's web and mobile sites assuring the user experience of a product is aligned with the business objectives.

**USER EXPERIENCE DESIGNER** | Cognizant | Atlanta,GA Mar 2019 – July 2019

As a UX Designer, I worked with Delta Airlines to migrate and revamp 10 enterprise mobile applications from one environment to another. I assisted in creating a design system and style library used across companywide platforms to improve component consistency.

## EDUCATION

ASSOCIATE'S DEGREE   Web Design and Development   Gwinnett Technical College	2019-2022
FRONT END WEB DEVELOPMENT CERTIFICATION   General Assembly	2018
USER EXPERIENCE DESIGN CERTIFICATION   General Assembly	2018

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## PROFESSIONAL EXPERIENCE CONTINUED

**USER EXPERIENCE DESIGNER** | DC Blox | Atlanta,GA

Dec 2018 – Feb 2019

As a freelance UX Designer, I developed responsive low + high fidelity wireframes, navigation, grids and brand guidelines for a client portal. I helped prototype and define the interaction models and motion behavior as a member of a three-person team.

**INSTRUCTOR** | General Assembly | Atlanta,GA

May 2018 – Jan 2019

Served as an instructor for multiple 12-week UX/UI career accelerators at General Assembly. I educated over 150 students on the fundamentals of the design thinking process--research, design methods and best practices, testing methodologies, team collaboration, and client relations through lectures, research exercises, and real-world client projects.

I continue to teach UX software bootcamps and workshops at GA virtually.

**UX DESIGN FELLOW** | General Assembly | Atlanta,GA

Dec 2017 – Mar 2018

Completed a 10-week, full-time program with 480+ hours of professional training + applied learning to develop new skills covering the full range of UX disciplines, practices, and tools. Worked individually and collaboratively in an agile structure.

## VOLUNTEERING

48IN48 | Volunteer | Assisted in building 48 free nonprofit websites in 48 hours. | Atlanta,GA

2021-Present

## PROFESSIONAL AFFILIATIONS

Member | Alpha Phi Omega National Service Fraternity

Ongoing

## INTERESTS

Mental Health and Wellness | Diversity and Inclusion | American Sign Language