



RACHAEL JOHNSTON

07447 499 842

contact@rachaeljohnstondesign.com

Primarily interested in UX research and design, I'm passionate about working with data and users, as a truly great digital experience can only come from deep understanding of user needs and behaviours. With an Interaction Design Degree and years of industry experience, I have gained a breadth of knowledge in the digital design field and have strong leadership and teamwork skills. I have experience in undertaking qualitative and quantitative user research, as well as prototyping solutions and experience testing outcomes.

SKILLS

- Analytical research
- Running client meetings (requirement gathering and feedback)
- Design brief development
- Persona and scenario development
- Interviews and focus groups
- Information Architecture
- Content strategy workshops
- Wireframing concepts
- Storyboarding and Screen-Flow diagrams
- Scenario testing and reporting
- Eye tracking testing
- Company representation (presenting and pitching)

TOOLS

- Google Analytics
- Sketch for Mac
- Adobe Creative Suite (InDesign, Illustrator and Photoshop)
- InVision App
- Balsamiq Mockups
- OmniGraffle
- Tobii Eye Tracking
- Lookback
- Typeform

EXPERIENCE

CHE PROXIMITY UX DESIGNER

DECEMBER 2017 - APRIL 2018

- Worked within the Mazda AU team at award winning agency
- Balanced working across two Agile teams concurrently
- Presented work to the client on a bi-weekly basis
- Conceptualised and developed an online portal for car owners working closely with designers and developers to ensure success
- Conducted competitor research, user testing and prototyped solutions
- Contract extension and moved onto IAG insurance mobile app team due to excellent performance
- Worked remotely with the Sydney team effectively through detailed wireframes and excellent communication

SPACECRAFT UX DESIGNER

SEPTEMBER 2014 - JULY 2016

- Sole UX employee within the company
- Primarily created websites for Local Government and Higher Education
- Regularly conducted experience and strategy workshops with senior stakeholders and website users
- Worked in discovery stages of project conducting qualitative and quantitative research
- Created personas, user flows, wireframes and storyboards
- Worked closely with internal engineering team to ensure solutions could effectively be developed within CMS constraints
- User tested outcomes with eye tracking software

BLACKSNOW UX DESIGNER

MAY 2013 - APRIL 2014

- Online SaaS product for photographs to organise their business
- Conducted user interviews, competitor analysis and wireframed solutions
- Working within a start-up business environment on different schedules, requiring effective communication and trust

USER CENTRE VOLUNTEER

NOVEMBER 2013 - MAY 2014

- Volunteered at computer club for people over the age of 60
- Captured valuable insights into how elderly generations interact with technology
- Helped inform the design of my honours project ensuring the design was catered to user needs

EDUCATION AND AWARDS

DIGITAL INTERACTION DESIGN BSC (HONS)

DJCAD, UNIVERSITY OF DUNDEE

FIRST CLASS HONOURS

SEPTEMBER 2010 - JUNE 2014

AAL CHALLENGE PRIZE SHORT-LIST 2016

Short-listed as a finalist for the AAL challenge prize to design and prototype an innovation that uses the 'internet of things' to empower older adults.

COMMERCIAL POTENTIAL SHORT-LIST 2014

Short-listed for the Design in Action award for my honours project 'Flux'.

GRADUATE SKILLS AWARD 2013

Awarded for demonstrating an excellent level of employable graduate skills.

EDE & RAVENSCROFT PRIZE 2012

Awarded for outstanding academic performance by the faculty of Art, Science and Engineering.

DUKE OF EDINBURGH AWARD SILVER 2011

Awarded for undertaking volunteering, physical activity, skill and expedition activities.