

RACHEL HIXSON

UX/UI DESIGN • UX WRITING • PRODUCT DESIGN • CONTENT CREATION

CONTACT

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PROFILE

Professionally: A seasoned multimedia content creator with a diverse skill set encompassing marketing, videography, graphic design, social media, website development, writing, and photography. My managerial experience includes effective team leadership and mentorship, ensuring the seamless integration of diverse talents for cohesive and successful project outcomes.

Personally: A creative, intelligent, passionate self-starter who values honesty and quality workmanship. I enjoy interacting with other co-workers and clients and find it easy to engage people. I have been described as charming, witty and funny. I am technically adept, curious and a quick study.

SKILLS

TECHNICAL:

- Figma & Miro
- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- After Effects

PROFESSIONAL EXPERIENCE

Summary: My first love was journalism. I worked as a reporter, photographer, and page designer for several years before moving into an editor role and then becoming a lead designer and supervisor. Journalism was a blast, but I couldn't see it being a long-term option, and that's when I met marketing. Besides being more stable, marketing allowed me to build skills across a wide range of mediums. I spent years honing my abilities in crafting and executing marketing plans, writing, graphic design, videography, photography, and animation. I also dabbled in website development and management. I recently added UX/UI design (comprehensive website development) to my skill set. I have been working as a freelance multimedia content creator, but now that I have completed my UX/UI studies, I am seeking a position in marketing and content creation.

UI/UX DESIGNER AND WRITER - REMOTE AND FREELANCE

Hutchinson , KS - Present

- Current professional project: Restructure and redesign of 38-page website for a large church
- UX/UI Case studies: Government website redesign • App that takes the pain out of moving
- Travel app that acts as an online travel agent • Health app to support those in a health crisis

MULTIMEDIA CONTENT CREATOR AND MANAGER - FREELANCE

Hutchinson , KS - August 2022 - Present

- Currently working on restructure and redesign of 38-page website for a large church
- Produced 13 5-8 minute videos for a church's year-long centennial celebration
- Produced an 18-minute video for the Kansas State Fair museum focusing on animal handling
- Various other writing, graphic design, and videography projects for businesses and organizations

MARKETING COORDINATOR & CREATIVE DIRECTOR

Mann Wyatt Tanksley Law Firm - April 2020 - April 2022

- Managed all aspects of brand marketing, including event planning, and helped with digital marketing
- Led and managed a complete rebrand of the law firm
- Responsible for creating content - social media posts, digital and static billboards, videos, animated graphics, email newsletters, blogs, marketing materials, photography, business cards, letterhead etc.



CERTIFICATE

Graduate of comprehensive UX/UI 24-week program including coding
Denver University,
Denver, CO

DEGREE

BA: English, Focus on Community Journalism
Western State College,
Gunnison, CO

INTERESTS

- Health and Fitness
- Voluntarily started a weightloss competition at work in which more than 35 people participated and lost more than 200 pounds combined
- Developed and taught fitness classes through local recreation commission including Zumba and Cardio Yoga
- Competed in dozens of 5ks, 10ks, half-marathons and a marathon

REFERENCES

Faye Summervill

Trinity United Methodist Church
Church Administrator

e: fsummervill5547@gmail.com
p: 620-899-4401

Michael Tomson -Degreff

Trinity United Methodist Church
Senior Pastor

e: umcpastormichael@gmail.com
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Mike Wyatt

Mann, Wyatt & Tanksley
Managing Partner

e: mike@mannwyatt.com
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Ron Sylvester

Former Hutch News
Managing Editor

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SOCIAL MEDIA MARKETING MANAGER

Yoder Smokers - Yoder, KS - April 2019 - April 2020

- Planned / created content for active social media platforms and had consistent growth
- Built relationships with users to generate user-created content and develop an online community
- Wrote blogs aimed at boosting SEO and designed blog posts with WordPress

ROLES AT HUTCHINSON NEWS - 2002-2019

HUTCHINSON MAGAZINE EDITOR & CONTRIBUTOR

June 2016 - April 2019

- Responsible for all aspects of producing popular quarterly magazine, including content and staff management, payroll and production, marketing, and helping with ad sales
- Responsible for majority of design and layout and acting as a mentor to writers, designers and artists
- Produced two or three in-depth articles each quarter as writing contributor

MULTIMEDIA MARKETING STRATEGIST

June 2016 - April 2019

- Created inventive and engaging posts and videos to help build an online audience for promotion of local businesses, events, special publications and products
- Marketing videos regularly attracted 3,000 to more than 8,000 views online
- Helped with online marketing for several successful events
- Conceptualized and produced content for dozens of special publications annually
- Created flyers and promotional videos

ONLINE SHOW HOST

June 2016 - April 2019

- Host of The Buzz - online weekly entertainment guide aimed at promoting the community and businesses
- Responsible for concept, content and organization of each show
- Worked closely with videographer on editing and provided input on final product

MARKETING SOLUTIONS REPRESENTATIVE

February 2015 - June 2016

- Created and implemented new print and digital marketing campaigns beneficial to clients
- Built relationships to develop sales opportunities and develop active accounts using daily action planning

GRAPHIC DESIGNER / PAGINATOR

March 2013 - February 2015

- Worked with advertising sales to plan and design effective, attractive print and digital ads
- Responsible for paginating and maintaining weekend news editions and weekly entertainment guide

DESIGN EDITOR

September 2006 - June 2010

- Managed eight-person copy/design desk including scheduling, hiring, training and evaluations
- Responsible for copyediting and front-page design of daily paper and weekly sections

OTHER EXPERIENCE

- Deputy Editor-Design / July 2005-Sept. 2006 / The Hutchinson News
- Senior Copy Editor / copy editor and page designer / 2002-2005 / The Hutchinson News
- Managing Editor at Goodland Daily News / June 2000-Dec. 2002 / Goodland, KS
- News Editor at Oberlin Herald / Feb. 1999-June 2000
- Managing editor of college newspaper, Top O' The World / June 1997-June 1998