

RACHEL HIXSON

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

CONTACT

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PROFILE

Professionally: I am a UX/UI product designer and writer with a background in journalism, print publication development, and content creation, including writing, videography, and graphic design. While I am a junior UX/UI designer, I have an extensive background in related skills such as research, interviewing, data collection and analyzation, and newspaper / print layout (which is very similar to website design.)

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



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

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 skills in writing, graphic design, videography, photography, and graphic animation. I also dabbled in website development and management. I yearned for one way to bring it all together. Enter UX/UI design - the one! UX/UI design incorporates many of the skills I have and allows me to do what I truly love, which is creation and helping people.

UI/UX DESIGNER AND WRITER - REMOTE AND FREELANCE Hutchinson , KS

- Current professional project: Restructure and redesign of 11-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 11-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.

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
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Michael Tomson -Degreff

Trinity United Methodist Church
Senior Pastor

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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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Jeanny Sharp

Former Hutchinson News
Marketing Director

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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 & 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 active accounts

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