

# RACHEL WYNNE DOHERTY • USER EXPERIENCE DESIGNER • NEW YORK CITY

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## SUMMARY

Multi-disciplinary designer and creative thinker with a background in UX/UI, product design and strategy. Originally trained in narrative film development and entertainment, now applying that instinct for structure and audience to elegant, user-first digital experiences.

## CORE SKILLS

**Craft:** Information Architecture, Sitemaps, Wireframes, User Research, User Testing, Design Systems, Interaction Design, UI Design

**Technology:** Figma, Adobe Creative Suite, Chat GPT, Claude, Lovable, Gemini, Copilot, Google Suite, Microsoft Suite, Webflow, Wix, Squarespace, Framer, Hotjar, Clarity

## WORK EXPERIENCE

### Propel Health Communications | Communications & Advertising Agency

Remote

Associate Director, UX

August 2025 – Present

- Lead UX for complex, content-heavy digital platforms for healthcare companies, shaping structure, flow, and interaction design
- Plan and run qualitative research and usability testing, translating and prioritizing insights into strategic optimizations
- Established UX and accessibility standards in close partnership with creative, strategy, and engineering teams

### Havas Health Network | Communications & Advertising Agency

New York City

UX Designer

August 2022 – August 2025

- Designed sitemaps, wireframes, and prototypes for large-scale digital health products
- Conducted user research and usability testing to inform experience decisions
- Developed reusable design system components and accessibility documentation
- Contributed to design systems and accessibility documentation while advocating for UX best practices

### Freelance

New York City

UX & Web Designer

April 2022 – Present

- Help companies create or optimize websites to promote their product, brand, and/or services and establish brand voice

### Archer Gray | Independent Film Production Company

New York City

Creative Executive

May 2018 – January 2022

- Developed film and television projects with writers, directors, and producers across all stages of development
- Evaluated scripts and concepts for story, audience, and market fit; gave detailed creative notes and revisions
- Managed timelines and external relationships while supporting both creative and operational needs

### Conde Nast Entertainment | Media Company

New York City

Entertainment Associate

July 2017 – May 2018

- Developed original and adapted film and TV concepts based on Condé Nast IP
- Worked across editorial, digital video, sales, and corporate teams to support content development

### United Talent Agency | Talent Agency

New York City

TV Literary Assistant

September 2015 – July 2017

- Supported a senior literary agent representing television writers and directors
- Read and evaluated scripts, tracked submissions, and coordinated with networks and studios

## EDUCATION

### Nielsen Norman Group

New York City | April 2024

Certification in Visual Design Fundamentals

### General Assembly User Experience Design Immersive

Remote | January 2022 – April 2022

Successfully completed 500+ hours of expert-led instruction in User Research, User Experience and Interface Design, product management, and hands-on learning of UX fundamentals and the industry's most in-demand technologies.

### Barnard College | Columbia University

New York City | September 2012 – May 2015

B.A. English & Film | 3.8 GPA | Dean's List 2012-2015