

# RACHEL WYNNE DOHERTY

Product Designer • UX Strategy • Audience Experience

New York, NY • 617-692-0408 • [rwdoherty25@gmail.com](mailto:rwdoherty25@gmail.com) • [rachelwynne-ux.com](http://rachelwynne-ux.com) • [linkedin.com/in/rachelwynnedoherty](https://linkedin.com/in/rachelwynnedoherty)

## SUMMARY

Product designer and UX strategist with a unique background spanning entertainment development and digital healthcare. Before leading UX for global healthcare brands, I spent seven years developing film and television projects at Condé Nast Entertainment, United Talent Agency, and Archer Gray Productions, building a deep understanding of audience behavior, storytelling, and creative strategy. Today, I combine user research, information architecture, and behavioral insight to design intuitive digital experiences that simplify complexity and drive engagement.

## EXPERTISE

Product Design • UX Leadership • User Research • Usability Testing • Information Architecture • Experience Design • Interaction Design • Accessibility Design • Content Strategy • Design Systems • AI-assisted Design Workflows

## WORK EXPERIENCE

**Associate Director, UX** | [Propel Health Communications](#) | Aug 2025–Present

- Lead UX strategy for patient and HCP digital products from discovery through launch
- Design information architecture, user flows, wireframes, and prototypes for complex healthcare experiences
- Plan and facilitate qualitative research and moderated usability testing, translating findings into product strategy
- Partner with executive leadership, strategy, creative, medical, and engineering teams to shape product direction
- Established agency UX and accessibility standards adopted across multiple client engagements

**UX Designer** | [Havas Health Network](#) | Aug 2022–Aug 2025

- Led UX for websites, interactive tools, and educational experiences across global pharmaceutical brands
- Conducted user research and usability testing to improve usability and engagement
- Built reusable design system components and accessibility documentation
- Championed UX best practices across cross-functional teams

**Freelance Product & Web Designer** | **Self-employed** | 2022–Present

- Help startups and small businesses improve digital products, websites, UX, and brand experience

**Creative Executive** | [Archer Gray Productions](#) | 2018–2022

- Developed feature film and television projects with writers, directors, and producers
- Evaluated scripts for narrative quality, audience appeal, and commercial potential

**Entertainment Associate** | [Condé Nast Entertainment](#) | 2017–2018

- Developed original and adapted film and television concepts from Condé Nast intellectual property

**TV Literary Assistant** | [United Talent Agency](#) | 2015–2017

- Supported senior television literary agent representing writers and directors

## TECHNOLOGY & TOOLS

- *Design:* Figma, FigJam, Adobe Creative Cloud, Miro
- *Research & Analytics:* Hotjar, Microsoft Clarity, Google Analytics, Optimal Workshop, Recollective, Typeform, UserTesting
- *AI:* ChatGPT, Figma Make, Claude, Gemini, Microsoft Copilot, Lovable
- *No-Code/Web:* Webflow, Framer, Wix, Squarespace, WordPress

## EDUCATION

**Barnard College** | B.A. Film & English | 2011 - 2015

**General Assembly** | User Experience Design Immersive | 2022

**Nielsen Norman Group** | Visual Design Fundamentals | 2024

**Design Lab** | AI for UX Design | 2026