

# **RACHEL EMILY HIRSHAN**

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## **UI/WEB DESIGNER & PRODUCER**

Strong proficiency in designing, implementing, and maintaining websites with a high attention to detail. Recognized for my ability to craft user experience friendly designs even for the most complex requirements. Comprehensive understanding of responsive website design, ensuring an optimal user experience across all devices. Passionate about assisting clients meet ADA Compliance to ensure accessibility for all users.

## **LANGUAGES & COMPUTER SKILLS**

Proficient in: HTML/CSS (Sass and LESS), WordPress, Bootstrap, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, and Acrobat), Sketch, Figma, Strapi, Axure, Website ADA Compliance, Git, Jira, Microsoft Office. Working knowledge of Javascript (Vue.js, AngularJS, JQuery), PHP, and Schema.org.

## **ACCOMPLISHMENTS**

- During my time at LBi, I created web design prototypes using HTML/CSS which helped reduce the design process time by more than 50%. The prototypes served as templates for future projects, enabling clients to visualize the functionality for their websites prior to development. For developers, this became a boilerplate foundation which accelerated the development set-up and process.
- Built my own website framework for my freelance business - REH Designs, which optimized my design and development process. By doing this, I significantly reduced project setup time by a minimum of one third, allowing me to take on twice the number of clients at once. This enabled me to double my revenue.

## **EXPERIENCE**

### **Web Producer - NDM Hospitality, Kissimmee, FL**

November 2021 to present

- Design, develop and implement new custom websites, website sections, and blogs using a variety of tools including WordPress, Elementor, HTML/CSS, and responsive design techniques, while also adhering to WCAG compliance guidelines.
- Oversee maintenance of all company websites, ensuring that they are up-to-date and aligned with brand standards.
- Optimize photos and graphics for web use, while enhancing the visual appeal of company websites.
- Maintain and organize photos, graphics, and other brand related documents using Canto digital asset management software.
- Proofread and edit all copy that goes on company websites.
- Overhauled and modernized the design of the flagship company website, which led to improved website analytics.
- Collaborate closely with directors, marketing brand managers, copywriters, and graphic designers to ensure consistency and alignment with the company's overall branding and messaging strategies.
- Accepted the role of Event Coordinator in the marketing department, which involves organizing activities for team building and team lunches.

## **Freelance UX/UI, Web & Production Designer - REH Designs, Long Island, NY & Winter Garden, FL**

November 2012 to present

- Create, maintain, update new and existing websites as requested by the client using HTML/CSS, WordPress, PHP, JavaScript.
- Design and develop responsive websites and graphics for individual clients including MidnightLaboratory.com, ChristopherMcCarthy.realtor, TheRuggedBoot.com, GwertzmanLaw.com, and FLTitle.net.
- Craft digital assets for websites, paid/social media, SMS, and email using Sketch, Adobe Photoshop
- Actively communicate with clients to keep them involved in the design and development process.

## **UX/UI Designer - LBi Software, Melville, NY**

March 2014 to January 2019

- Designed mockups and created custom graphics using Photoshop and Illustrator for in house software products and for various client systems, including the National Basketball Association, the Miami Marlins, and New York Community Bank.
- Created HTML/CSS and Axure wireframes for various client projects.
- Implemented, maintained, and tested responsive layout and styles on custom client software using HTML/CSS, Bootstrap and AngularJS.
- Created and modified company marketing materials including website, email templates, and brochures.
- Collaborated with project managers, developers, and sales team to create the best product for our clients based on their requirements.
- Reviewed colleague and intern pull requests involving style and layout changes to the applications.

## **Web Developer - MedNet Technologies - Melville, NY**

July 2012 to March 2014

- Applied text, graphics, and video content to websites and mobile sites using WordPress and HTML/CSS.
- Updated and modified website content based on client feedback using Wordpress, PHP, jQuery, JavaScript, HTML/CSS.
- Conducted quality assurance testing on various website features and content before and after site launch.
- Repeatedly recommended by project leaders to work on difficult projects which included responsive designs, large sites, and demanding clients.
- Trained and assisted other team members in the company's web design and development practices.
- Conducted interdisciplinary meetings to solve client problems, which lead to higher client satisfaction and value for the company.

## **EDUCATION**

State University of New York College of Environmental Science and Forestry (SUNY ESF) - *Syracuse, NY*

- Bachelors of Landscape Architecture (BLA) May 2012, Cum Laude
- Minor: Recreation Resource and Protected Area Management
- Dean's List - Spring 2011
- President's List - Fall 2011 & Spring 2012