

# RACHEL MINNICKS

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## EDUCATION

**Mercer University School of Engineering**  
B.S. Technical Communication | Minor: Business  
Division 1 Soccer (Captain and MVP)  
Graduated: 2006

**Mercer University School of Engineering**  
M.S. Technical Communication Management  
Graduated: 2012

## EXPERIENCE

**Senior UX Strategist: Sharecare, Inc.** January 2017 - Present

I work directly with the SVP of product to seamlessly bring the user experience inline with sales pitches for our newest health platform. To properly show prospective customers how our platform can decrease health costs for employers, I have created UX materials for sales presentations that include personas (properly done based on primary and secondary research), user journeys, and click-thrus to give our customers a glimpse of how the Sharecare platform performs. Based on our our research and usability studies we are able to implement the best UX principles and convince executives how we should design our app to better our customer’s needs.

**Senior UX Designer/Lead: Sharecare, Inc.** August 2014 - January 2017

I lead the UX/UI team across different swim lanes and product deliverables. I worked closely with product managers, UI designers, developers, and stakeholders to create the best working class product. Part of my lead capabilities for mid-level, junior, and intern employees was holding a bi-weekly UX meeting to talk about deliverables, roadblocks, key initiatives, and UX best practices. I spearheaded a monthly meeting for all of the product team to rigorously test a specific product within our live site to identify any major gaps that could occur right after a release. I keep track of all project intakes from all product managers and make sure the work is being distributed throughout the design cycle in a timely manner. I worked closely with the UX director to help document UX methods and principles within our own wiki page.

**Senior UX Designer: AT&T** December 2012 - August 2014

**Mobile Application/Responsive Web Design:** Lead wireframe creation and prototypes for internal mobile application with a focus on responsive design.

**Web Applications:** Lead wireframe creation for our group’s internal webpage; worked closely with the graphic designer and developer to accurately meet the client’s needs.

**UX Designer: AT&T** August 2006 - December 2012

**Mobile Applications:** Lead wireframe creation and prototypes for multiple mobile platforms including iPhone, Android, and Windows devices.

**Retail Applications:** Created wireframes for the in-store rep-facing web and mobile application called OPUS; worked on tight deadlines on multiple projects to achieve aggressive release dates.

**Testing Initiative:** Lead usability testing in stores for multiple projects that were integrating into OPUS.

**20% Ideation:** Spent 20% of my time ideating on new technologies, mobile apps, and cost saving ventures for the company.

**UX Intern: Cingular Wireless** May 2006 - August 2006

**Copy Editing:** Edited collateral documents.

**Page layouts:** Created a document on how to return/exchange mobile devices.

**Usability Testing:** Learned first hand how to run usability tests, which included: screeners, protocols, surveys, interviews, moderating, data analysis, and video editing.

## SKILLS & INTERESTS

### Programs

**Expert:** Omnigraffle, Zeplin, Visio, Axure, Illustrator, InDesign, UserZoom, Invision App

**Intermediate:** Photoshop, HTML, CSS, Sketch

**Novice:** iRise, Java

### Abilities

Leadership, Hiring, Mentoring, Document and Layout Design, Behavioral Economics, Research and Testing (surveys, task analysis, contextual inquiries, triading, interviews, focus groups, enthographic studies, moderating, etc.) Prototyping, Information Mapping, Navigational Flows, Personas, User Stories, UX Briefs, Instructional Manuals, Site Maps, Responsive Design, Creative Thinking.

### Awards

**AT&T:** Presidential Volunteer Award, 2014

**AT&T:** Idea Challenge Winner, 2012

**AT&T:** Chief Information Office (CIO) Award, 2009

### UX Influencers

**People:** Luke Wroblewski, Dan Ariely, Don Norman

**Books:** Universal Methods of Design, Universal Principles of Design

### Hobbies

Co-ed Soccer, Learning Photography, Learning Guitar, Home Improvements, Reading about New Technologies, Improving my UX Skills, Loving on my Dog.

### Volunteer Work

**Dog Foster:** Labrador Friends of the South, Inc