



**RACHEL DONALDSON**

UX/UI Designer

hello@rachelsdesignlab.com  
07592 011 530  
rachelsdesignlab.com

**ABOUT ME**

I am a driven 28-year-old and am currently completing a BDes in Interaction Design at Ulster University. My background is in Graphic Design and Psychology. I have a keen interest in understanding what motivates people as well as a love for design.

I am very passionate about combining the areas of psychology and design to create better user experiences and intend to pursue this throughout my career. Further to this, I want to learn as much as possible from the people around me. I love working as part of a team and am seeking new challenges that will help me to grow as a designer. I am also interested in developing better design approaches in branding and UI design. I love getting involved in creative projects and enjoy finding new sources of inspiration and applying them to my work.

**SKILLS**

Critical Thinking	Interpersonal Skills	Timekeeping
HTML & CSS	Communication	Organisation
Wireframing	Collaborative Working	Bookkeeping
Research	Branding	Problem Solving

**EDUCATION**

- 2020 - 2024

**BDES HONS INTERACTION DESIGN (YEAR 2)**  
ULSTER UNIVERSITY- BELFAST CAMPUS  
Pending
- 2018 - 2020

**HND ART AND DESIGN- GRAPHIC DESIGN PATHWAY**  
SOUTHERN REGIONAL COLLEGE- LURGAN CAMPUS  
Distinction
- 2015 - 2016

**MSC APPLIED PSYCHOLOGY**  
ULSTER UNIVERSITY- MAGEE CAMPUS  
Distinction
- 2012 - 2015

**BSC PSYCHOLOGY**  
ULSTER UNIVERSITY- MAGEE CAMPUS  
Second class honours upper division



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### EXPERIENCE

AUG 2019 - MAR 2021

#### METHODICAL MEDIA

GRAPHIC DESIGNER

At Methodical Media, I worked as part of a small team creating websites and generating email and social media marketing campaigns. My primary role was to create mock-ups and assets for websites. Assets included PDFs, icons, images and animated videos. I also had the opportunity to carry out research and provide input into wireframes. Extra tasks included generating newsletter email templates and creating images for Facebook advertisements. Smaller clients also afforded me the opportunity to develop logos and branded materials.

Additionally, I worked alongside the team in the development of Networkit. The Networkit portal is a digital product. It's aimed at providing blogs and other online resources for network marketers. On this project, I worked collaboratively with the company's content writer, marketing and sales personnel and web developer. I carried out branding for the product and contributed to the design and user flow of the portal. I also produced design outcomes for Networkit's digital business card assets.

Software used:

Adobe Creative Suite, Webflow, Vyond, Microsoft Office, Active Campaign, Hubspot and Monday.

NOV 2016 - JUL 2019

#### ENVIRONMENTAL FABRICATIONS

ADMINISTRATIVE ASSISTANT

In this role, I worked as part of an accounts team in a steel fabrication factory. As an administrative assistant, I logged timesheets, created purchase orders and organised travel. The role occasionally included reception duties. I dealt with all administrative elements relating to pipeline projects. This required me to generate job specific timesheets. I also worked with the company's commercial manager in keeping record of pipe and weld ID numbers. Additionally, I authorised the pay for all pipeline welders, labourers and agency workers.

AUG 2015 - NOV 2016

#### SIMPLY ME MALONE

EARLY YEARS PRACTITIONER

In this role, I worked alongside a team to promote the learning and development of children aged 2-4 years. The role required me to organise and lead out in activities with children. I also monitored and recorded child behaviour and development. This was vital in safeguarding the children. It was also important in producing a consistent flow of communication with parents. I found the role greatly rewarding. It was also helpful in the development of my observational and communication skills.



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### VOLUNTARY WORK

JAN 2016- JUL 2016

#### CHRYSLIS WOMEN'S CENTRE

COUNSELLOR

During my Applied Psychology Masters, I completed a 6-month placement working in the community and delivering counselling services to women suffering from low-level anxiety and depression.

### ADDITIONAL ITEMS

#### EDUCATION AND TRAINING RFQ

BMAC TRAINING

Highfield Level 3 Award

### REFERENCES

#### CHRIS MAHAR

Marketing Manager  
Methodical Media  
cmaher@networkithub.com  
07872 181062

#### LISA CURRIE

Accounts Manager  
Environmental Fabrications Ltd  
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