

rachel love gamage

UX / PRODUCT DESIGNER

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ABOUT ME

I'm a veteran creative and problem solver with over 10 years of experience in design. As an initiator and self-motivated learner, I'm passionate about improving systems and processes to help the people who use them. From not-for-profit clients in caregiving to fast-paced marketing agencies with international clients, I'm well versed in working with a wide range of client cultures and brand systems. I love talking through problems, collaborating, and bringing ideas together across disciplines. I've led teams tackling complex and dynamic projects to meet both business and user needs.

EDUCATION

General Assembly, UX Online

Design Immersive

User Experience Design Certificate

**North Carolina State University,
College of Design**

Bachelor of Graphic Design,
Class of 2007

SKILLS & TOOLS

Concepting & Iterating

Visual Design & Mockups

Wireframing & Prototyping

Figma, Sketch, Invision

Research & Analysis

Journey Mapping

Information Architecture

Project Management

Design Systems

Branding

Illustrator & InDesign

Photoshop

EXPERIENCE

Hectic » BOULDER, CO

February 2021

Intern Product Designer

- » Worked closely with the product manager, design lead, and other interns in collaborative sessions to create screens for the mobile app.
- » Partnered with a fellow intern to conduct usability testing and analysis on select features.
- » Delivered extensive and innovative explorations for the home screen that changed the conversation with stakeholders.

PureRED » CHARLOTTE, NC

April 2014 – August 2020

Senior Designer » October 2017 – August 2020

Designer » April 2014 – October 2017

- » Served as a leader and mentor to Lowe's circular team for visual design and bridged the gap between departments.
- » Took initiative creating a new component process and managing the Lowe's circular design system. Advocated for a single source of truth that would be accessible for the whole team.

Clients » Lowe's Home Improvement, RiteAid, Dollar General

Freelance » CHARLOTTE, NC

January 2009 – June 2014

- » Served as a contract designer, nimbly switching between clients and the brands they serviced.
- » Juggled multiple brand systems and client cultures while delivering innovative work.

**Clients » Birdsong Gregory, Tattoo Projects, Concentric Marketing,
The Ivey, XOOM Energy, Rowley Company**