

# RB2

# RACHEL BESER BROOKES

RACHELTALKSDESIGN.COM | EXPERIENCE STRATEGIST

## SUMMARY

Experience Design Strategist with expertise in a variety of industries. Background: customer experience, design thinking, & service design.

## SKILLS

Design thinking  
Service design  
Design sprints  
Personas  
Customer journey map  
Service Blueprint  
User-centered design  
Public speaking  
Adobe, Axure RP

## EDUCATION

**MBA IN MANAGEMENT • FALL 2019 • ROCKHURST UNIVERSITY**

Courses: Innovation, Project Management, Conflict, Selling, Capstone

**BS IN GRAPHIC DESIGN • 2010 • TOWSON UNIVERSITY**

## ACHIEVEMENTS

- Designed & co-facilitated a design thinking workshop for UXPA KC. Resulted in rave reviews & requests to return.
- Assisted user interviews across the System for Endpoint as a Service for End User Services with 12 districts; designed customer journey maps & service blueprints for current & future state; & conducted 5 Proof of Concepts for Mobile, PC/Mac & MVP for Software experiences. Resulted in districts advocating for a system approach to requesting endpoints.
  - Conducted and synthesized card sort exercise with over 650 people. It resulted in 11 categories for over 110 titles to help users not rely on search.
  - Co-conducted RITE method usability tests with 6 Reserve Banks & 14 people. Resulted in a priority list for enhancements based on research.
  - Created research plan & co-conducted 75+ interviews on the Mac experience with 12 districts; designed personas, customer journey maps & How Might We exercises. Resulted in the System saving money & improving the support to increase adoption.
- Created, led & conducted research for two-month Delta Innovation pilot for 9 people. Resulted in learning that agile teams need more time to innovate, & management involvement improves engagement and success.
- Pitched & received a 40-hour commitment to research a prototyping tool that could enhance communication within a product team. Presented final decision in a Lunch & Learn to 70 people from the Federal Reserve System. Resulted in educating 3 groups on how to pitch an idea to the VIPER leadership council & becoming VIPER club Champion.
- Co-led design thinking workshop in 2021 & 2022 with over 100 people in attendance with Net Promoter Score of 90.
- Outstanding Student Award 2020 & CSP Certification 2020



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## VOLUNTEER EXPERIENCE

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**CO-SPEAKER • UXPAKC • JULY 2022**

Be Brave: A Design Thinking Workshop

**MEMBER • KANSAS CITY WOMEN IN TECH • APRIL 2015 – PRESENT**

Tech Walk participant Nov. 2018  
UXPA/KCWIT UX Tech Talk  
Panelist Sept. 2017

**CAREER MENTOR • TOWSON UNIVERSITY • MARCH 2014 – PRESENT**

Presented at Nat'l Student Employment Week; perform portfolio reviews/interviews; mentor students

**PORTOFLIO REVIEWER • AIGA KANSAS CITY • 2017, 2018**

**SECRETARY AND MEMBERSHIP CHAIR • AIGA BALTIMORE • FEBRUARY 2011– APRIL 2013**

## WORK EXPERIENCE

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**LEAD UX DESIGNER • FEDERAL RESERVE BANK OF KANSAS CITY • OCTOBER 2015 – PRESENT**

Advocated, designed for the user across eight applications; collaborated with IT staff, business partners, & project teams to act holistically about design & development standards and user flows; conducted design sprints, accessibility evaluations, usability studies, sitemaps, & wireframes to create a strategic vision.

**CREATIVE DIRECTOR • RACHEL NAOMI DESIGN • FEBRUARY 2010 – PRESENT**

Lead projects with custom lettering and branding for events; mentor students; sold custom card designs on Etsy; created brand and virtual racing site for Hankins family.

**WEB DESIGNER • TENABLE NETWORK SECURITY • AUGUST 2013 – OCTOBER 2015**

Assisted in designing and maintaining [tenable.com](http://tenable.com) / [store.tenable.com](http://store.tenable.com) with page views over a million; created and developed digital signs, ads, responsive landing pages, and emails to reach global customers in multiple languages.

**JUNIOR WEB DEVELOPER • HIRSHORN ZUCKERMAN DESIGN GROUP INC • APRIL 2013 – JUNE 2013**

**WEB AND SOCIAL MEDIA SPECIALIST • SOLARI CREATIVE • MAY 2011 – MARCH 2013**

**WEBMASTER • TOWSON UNIVERSITY • JULY 2010 – JANUARY 2012**



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