

# RACHEL

BLAIR

## Skills

Figma, user-centered design, user research, wireframing, usability testing, interviews & surveys, prototyping, user persona, card sorting, competitive analysis, user journey, heuristic evaluation, information architecture

## EDUCATION

University of Central Florida

**B.S. Hospitality  
Management**

**B.S. Food Service &  
Restaurant Management**

Valencia College

**A.S. Baking & Pastry  
Management**

CareerFoundry

**User Experience &  
User Interface  
Design Certification**

### PHONE NUMBER

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### EMAIL

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### LOCATION

Tampa, FL

### LINKEDIN

linkedin.com/in/rablair/

## WORK EXPERIENCE

LTK

2022-2024

### Product Designer

- Spearheaded the design for a project enabling operators to customize renewal pricing, resulting in a \$249K annual recurring revenue increase and adoption by 57 brands
- Directed the design of a project enabling users to receive payments for collaborative work, expanding support to approximately 500 additional banks for payment processing
- Led design efforts on various teams within the brand business unit, collaborating cross-functionally with designers from the creator and consumer business units
- Conducted user research, including interviews and usability testing, to gather insights and inform design decisions
- Created wireframes, prototypes, and user flows to effectively communicate interaction and design ideas
- Collaborated with product managers and developers to ensure design feasibility and a seamless user experience.
- Maintained and contributed to design systems to ensure consistency across products and platforms.

Four Seasons Disney Resort

2019-2021

### Operations Coordinator

Four Rivers Smokehouse

2016-2018

### Shift Leader