

# Rachel S. Doades

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rsdoades.com

## PROFILE

Proven branding, multimedia and UX/UI design leader with a unique background in marketing and front-end web development.

## SIGNIFICANT ACCOMPLISHMENTS

- Leads Namogoo's marketing design team in the conceptualization and execution of all inbound and outbound marketing initiatives.
- Built flows and designed Namogoo's two SaaS products to deliver an elevated user experience, increased engagement and upsell potential for leading online retailers including Tumi, ASICS and Office Depot.
- Redesigned feedvisor.com and introduced popular features including the Resource Center, positioning Feedvisor as an industry expert and creating a user-friendly content-browsing experience.
- Spearheaded UX flow and designed mobile applications for Cortica with partners including Samsung and Sony.

## PROFESSIONAL EXPERIENCE

### **Namogoo** (Hertzilya)

#### **Creative Director, Nov. 2017 to present**

- Conceptualizes, designs and implements visual strategy for both marketing and product.
- Oversees all marketing collateral including the corporate website, event and print materials.
- Develops custom materials for internationally-recognized retailers.
- Manages designers, developers and agencies.

### **Feedvisor** (Tel Aviv)

#### **Art Director, Jan. 2016 to Oct. 2017**

- Conceptualized, designed and implemented the creative vision for marketing.
- Led graphic design team.
- Elevated visual strategy for Feedvisor events, online presence and industry publications.
- Collaborated with Product, Sales and Customer Success teams to maintain high-level marketing goals.

### **iDiamonds.com** (Tel Aviv)

#### **Art Director, Jan. 2015 to Oct. 2015**

- Developed creative vision for iDiamonds.com to convey the brand message and voice.
- Oversaw junior and freelance designers.
- Supervised UX/UI for iDiamonds.com while keeping focus on marketing goals.

### **Cortica Ltd.** (Tel Aviv)

#### **Senior Graphic Designer & HTML Developer, 2012 to 2015**

- Developed Cortica's visual marketing strategy including branding, messaging and design.
- Conceptualized and designed Cortica's mobile applications including all UX/UI elements.

- Increased user engagement and vastly improved user experience on the corporate website by redesigning and coding the site.
- Won strategic partnerships and investments through enticing and visually appealing marketing materials.

### **TouchTunes Interactive Networks** (New York City) **Senior Graphic Designer, 2010 to 2011**

- Promoted artists including Michael Jackson, Lady Gaga and Toby Keith with eye-catching interactive digital designs.
- Landed advertising partnerships and increased B2B sales by designing engaging, custom marketing materials.
- Developed sales materials including the media kit, general presentation and sell sheets.

### **Alliance for Downtown New York** (New York City) **Design & Marketing Manager, 2008 to 2010**

- Attracted residents, visitors and retailers to Lower Manhattan through marketing collateral and advertisements.
- Increased restaurant and retail patronage through innovative and effective events and promotions.

### **Every Day with Rachael Ray Magazine, published by Reader's Digest** (New York City)

#### **Promotion Coordinator, 2006 to 2008**

- Developed, designed and presented sales proposals to increase advertising revenue from Fortune 500 companies.
- Partnered with the promotional art department to execute and update the magazine's media kit, sell sheets and presentations.

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## EDUCATION

### **The Interaction Design Foundation**

#### **Currently Enrolled**

Web and Mobile User Interface / User Experience (UI/UX)

### **School of Visual Arts (New York City)**

#### **Continuing Education Program, 2011**

Completed advanced courses in graphic design and web development

### **University of Connecticut (Storrs, CT)**

#### **BA in English Literature, 2004**

## RELEVANT SKILLS

- Highly skilled on both Mac and PC platforms. Mastery of Adobe Creative Suite (Dreamweaver, InDesign, Illustrator, and Photoshop), HTML & CSS, Keynote, Sketch, and familiarity with Adobe Flash and Adobe After Effects.
- Expertise in UX/UI on B2B and B2C platforms.
- Proven marketing savvy and creative thinking.
- Strong project management and organizational skills.
- Demonstrated team leadership, management and teamwork skills.
- English: native | Hebrew: intermediate

Portfolio may be viewed at [rsdoades.com](http://rsdoades.com)