

Rachel S. Doades

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+972.52.361.5987

PROFILE

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

SIGNIFICANT ACCOMPLISHMENTS

- 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.
- Led the design and development of iDiamonds.com, resulting in a vastly improved user experience and increased sales.
- Spearheaded UX flow and designed mobile applications for Cortica with partners including Samsung and Sony.
- Landed advertising partnerships for TouchTunes Interactive Networks — with clients including Verizon Wireless and Rums of Puerto Rico — by conceptualizing and designing enticing mockups.

PROFESSIONAL EXPERIENCE

Feedvisor (Tel Aviv)

Art Director, Jan. 2016 to present

- Conceptualizes, designs and implements the creative vision for Feedvisor.
- Leads graphic design team.
- Elevated visual strategy for Feedvisor events, online presence and industry publications.
- Collaborates 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.
- Increased 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**

- Enticed 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 major corporations.
- 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 e-commerce, 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