

Rachel Baker-Ramos UX Designer

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UX Designer with a Master's in Human-Computer Interaction (MS-HCI), distinguished for illustrative skills and expertise in co-designing with users. Ample experience in human-centered design, qualitative user research, and project management. Track record of establishing standards, streamlining processes, and delivering impactful products on compact, agile teams.

SKILLS & TOOLS

User Research: User Interviews, Participatory Design, Surveys, Qualitative Data Analysis, Contextual Inquiry, Usability Testing

User Experience (UX) Design: User Flows, Information Architecture, Data Visualization, Design Systems, Wireframing, Game UI, Illustration, Game Art, Responsive Mobile Design, Visual Design, Rapid Prototyping, Agile Methodologies

Research & Design Software: Figma, Adobe Creative Suite, Procreate, FigJam, InVision, Qualtrics, Tableau

WORK EXPERIENCE

UX Designer, GRA, Ka Moamoa Lab, EdTech Projects 01/2023 - Present

- Directing UX design for all EdTech efforts, collaborating with cross-functional teams to deliver educational products.

[Kaona: An Educational Role-Playing Game and "Digital Narrator" Mobile App:](#) [↗](#)

- Partnering with game artists, game developers, and health experts to ensure an engaging and cohesive player experience.
- Conceptualizing a "Digital Narrator" mobile app, creating information architecture, mock-ups, and prototypes. Incorporate UX research, product goals, and 360° use-case considerations to enhance player affinity.
- Developed a tailored design system (style guides, Figma component libraries, UI assets, board/card design) earning 85% positive user feedback. Produced game art, supplying 40+ pieces of environmental and item art.
- Employed co-design methods with 10 students, embedding player insights into lore and art.

[Kumu Connect: An AI Tool to Support Culturally Relevant CS Education:](#) [↗](#)

- Designing a web platform to help substitute teachers deliver culturally relevant lessons when unexpectedly covering a class.
- Producing user flows, wireframes, and prototypes of an AI-assisted lesson generation tool. Incorporated feedback from 4 concept tests and 10 usability testing sessions, ensuring the design met the needs of educators at the partner school.
- Performed 10 days of immersive field research and interviews to specify cultural context, existing assets, and pain points.

UX Design Fellow, United States Immigration Services, Asylum Division 06/2023 - 08/2023

- Redesigned an internal communication feature, contributing to a 30% reduction in task completion time.
- Conducted 4 user interviews, 3 stakeholder interviews, and 2 internal design studios, to uncover actionable design insights.
- Created wireframes and a high-fidelity prototype, refined through 3 usability testing sessions. Communicated final design specifications to developers through pairing sessions and interactive prototypes.
- Overhauled the design system (variable mapping, component libraries), addressing accessibility issues and inconsistencies.
- Evangelized Figma best practices through 3 interactive presentations, fostering shared understanding and application.

Lead Graphic Designer, Veggie Mijas, Climate Justice Org 08/2020 - 07/2022

- Crafted a comprehensive branding kit, leading to a 34% increase in website traffic and engagement.
- Managed a team of 2-4 designers, collaborating with cross-disciplinary teams on social media and educational content.

Project Designer, Caddis Collaborative, Architectural Services 07/2019 - 07/2022

- Led end-to-end process on >15 projects, directing discovery sessions with clients and coordinating drawing sets with subcontractors. Completed sets 50-65% faster than firm average while preserving quality needed for permit to be granted.
- Facilitated co-design workshops with >24 clients, using small group design activities and prioritization exercises to understand user behavior, pain points, and design requirements.
- Ran the studio's visual communication efforts, creating data visualizations, marketing materials, and design renderings.

EDUCATION

MS Human-Computer Interaction, Georgia Institute of Technology 08/2022 - 05/2024

Bachelor of Architecture, Carnegie Mellon University 08/2014 - 05/2019

PUBLICATIONS

Keeping Mindful of Modality: A Comparison of CS Education Resources for Learning (Second Author),

Koli Calling '23: Proceedings of the 23rd Koli Calling International Conference on Computing Education Research, Nov 2023

- Examined how coding modalities (e.g., block-based, text-based) and feedback modalities (e.g., audiovisual, tangible) impact high school students' understanding of computer science concepts, and offers recommendations for enhancing CS education.