

RACHEL FUHRER

UX DESIGNER

EXPERIENCE

Assistant Marketing Manager | PepsiCo

JAN 2020 - OCT 2020, MISSISSAUGA, ON

- A leader of several cross functional teams responsible for the launch of new Frito-Lay products contributing to \$5.2M in annual sales
- Guided a team through complex problems, integrating team member's feedback into important project decisions
- Conducted market research to guide the annual Innovation Strategy process and presented to leadership team, providing insights and recommendations
- Designed multiple Canada wide marketing initiatives, liaising with a promotional agency and working closely with the Brand and Sales team

Foodservice Sales Representative | PepsiCo

SEPT 2018 - DEC 2019, MISSISSAUGA, ON

- Accountable for direct customer support with businesses equating to \$2.2M in annual revenue
- Established 13% growth, exceeding sales targets for assigned territory
- Formed sustainable customer relationships while addressing their needs

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

SEPT 2020 - DEC 2020, TORONTO, ON

Western University | Bachelors of Management & Organizational Studies, Specialization in Consumer Behaviour

SEPT 2014 - MAY 2018, LONDON, ON

PROJECTS

Qwell | UX Designer

SEPT - DEC 2020, BrainStation

Designed an app aimed to help people build a healthier relationship with alcohol

Task Circle | UX Designer

NOV 2020, BrainStation x IBM, Design Sprint Winner

Collaborated with a team of 6 to design an app to improve the remote learning experience

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PROFILE

I'm a UX Designer who values accessibility, predictability and ease of use. Intimately familiar with leading teams and researching, my process is very hands-on, collaborative and iterative. I'm passionate about storytelling, taking on a challenge and putting empathy and research at the heart of my designs.

SKILLS

Design Thinking, User Research, Information Architecture, Sketching, Wireframing & Prototyping, Usability Testing, Accessible Design, Project Management

TOOLS

Sketch, Figma, InVision, MS Office (Word, Excel, Powerpoint)

AWARDS

Western University Gold Medal

MAY 2018

Awarded for graduating with the highest academic standing in a class of 380 receiving their Bachelor of Management & Org. Studies

Dancap Graduating Student Award in Consumer Behaviour

MAY 2018

Awarded for demonstrating academic achievement, professionalism and leadership

Dancap Student Award in Operations Management

MAY 2017

Awarded for demonstrating academic achievement