

# RACHAEL MARR

UX manager & UX design nerd 😊

240.247.7459 • rachael.marr@gmail.com • rachaelmarr.com

## SKILLS

### SOFTWARE

Figma  
Jira  
Illustrator  
Photoshop  
InDesign  
Sketch  
Adobe XD  
Microsoft office

### LANGUAGES

HTML & CSS  
Japanese Language  
R

### UX SPECIFIC

UX Analytics  
Wireframing  
Accessibility  
Graphic Design  
Design strategy  
Design research  
User interface  
Rapid prototyping

## EDUCATION

### PRIOR DEGREES

#### M.S., Human-Computer Interaction

May 2017  
University of Maryland—  
College Park

#### B.A., Graphic Design

June 2012  
Illinois Institute Of Art—  
Chicago

#### B.A., Japanese Language

December 2007  
University Of Maryland—  
College Park

## EXPERIENCE

### LEAD PRODUCT DESIGNER, CONTACT CENTER

*Cisco Systems Inc.*  
January 2024 – Present

- \* Took ownership of the Contact Center in our admin portal, driving improvements to enhance user experience and functionality.
- \* Regularly present and defend design concepts and vision to high level internal and external stakeholders, ensuring alignment and buy-in
- \* Developed a strategic UX vision and utilized it to influence the product roadmap in collaboration with Product Management.
- \* Accelerated team performance to deliver sophisticated, elegant solutions in a fast-paced environment, including the integration of AI features and complex Contact Center functionalities.

### LEAD PRODUCT DESIGNER, PARTNER HUB

*Cisco Systems Inc.*  
May 2020 – January  
2024

- \* Directed the design strategy for Partner Hub, a critical tool for managing customer relationships and enhancing partner engagement.
- \* Conducted user studies to identify gaps in the current product, ensuring alignment with updated company visual standards.
- \* Led a design team to implement strategic features that significantly improved functionality and user satisfaction

### SENIOR PRODUCT DESIGNER, CALLING

*Cisco Systems Inc.*  
May 2019 – May 2020

- \* Collaborated with cross-functional teams to develop a visionary roadmap for the future of Calling in Control Hub.
- \* Delivered key strategic initiatives, including the integration of PSTN providers, a comprehensive revamp of the Provisioning Wizard, and the overarching Calling vision.

### PRODUCT DESIGNER, CALLING

*BroadSoft*  
June 2017 – May 2019

- \* Translated complex information into clear, user-friendly designs to improve understanding across diverse user groups.
- \* Acted as the mobile lead, overseeing a key product while facilitating design initiatives across multiple platforms.
- \* Coordinated and managed user testing sessions with an external consulting group to gather valuable insights for design enhancements.

**HCIM GRADUATE ASSISTANT**  
*University Of Maryland*  
**September 2015 - May 2017**

- \* Developed and launched the website for the Master of Science in Human-Computer Interaction program.
- \* Rebranded the entire program, including the creation of a new logo, color palette, printed materials, advertisements, and promotional items.
- \* Established a strong social media presence for the HCIM program through strategic content development.

**UX DESIGN INTERN**  
*Cortina Productions*  
May 2016 — August 2016

- \* Responsible for wireframing on various platforms, from a large scale touch screen to mobile applications
- \* Worked with programmers to save out various interactive assets

**GRAPHIC DESIGNER**  
*National Trust for Historic Preservation*  
January 2013 — August 2015

- \* Designed quarterly publication, Preservation magazine; created and in charge of ten department sections within the publication
- \* Created various award-winning organizational materials such as: web banners, printed banners, logos, and emails

## **EXTRA-CURRICULARS**

**ZINNIA May 2022 - present**  
*Chief Creative Officer / Co-founder*  
A startup focused on developing an innovative booking platform for weddings.

**FEMINIST FOLKLORE PODCAST May 2016 to May 2018**  
*Co Host + Co-Creator*

Co-host and co-creator of a widely featured podcast, outlets include Bust magazine, The A.V. Club and the Chicago Podcast Festival.

**SCIENCE EVERYWHERE May 2016 to May 2018**  
*NSF grant*

Lead designer on a project that uses large touch screen displays to promote science learning through a new social media platform.

**UMD'S ISCHOOL WEBSITE March 2016 to May 2016**  
*Website design*

Lead designer on redesign of iSchool's website.