

RACHAEL

COLE

CONTACT



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r-cole.me.uk

PROFILE

An ambitious UX Designer looking to focus on their UX career with an innovative and energetic company. Establishing and running my own online retail business, along with a diverse range of high-quality customer-focused roles both in the UK and Japan, have proven my ability to understand and empathise with users to gain valuable insights in order to achieve business goals.

SKILLS

PROFESSIONAL

- UX Design
- Agile PM
- Sales
- Customer Service
- Teaching

EDUCATION

BA (Hons) Management Studies

University of Nottingham
Awarded 2:1
2010 - 2013

A-Levels - 4 subjects AS- Levels - 2 subjects

Loughborough High School
Grades A-C
2008 - 2010

GCSE - 10 subjects

Our Lady's Convent School
Grades A*-A
2005 - 2008

I possess a clean driving license and own a car.

EXPERIENCE

UX Design Student | 04/2020 - 04/2021

UX Design Institute (Diploma in UX Design)

This online Diploma course is accredited with the Glasgow Caledonian University and covers the full UX cycle from user research through to wireframes and prototyping. As part of the course I worked on a graded practical project, which involved conducting remote Usability Tests and collaborating with coworkers online through Miro.

I have gained a true understanding of the methods, ethos, and practices behind UX which I look forward to applying and developing further in a working environment.

Key skills: creativity, self-motivation, self-study, time management, collaboration, critical thinking, user experience, remote and in-person usability testing, affinity diagram, customer journey mapping, flow diagram, interaction design, prototyping, wireframing.

TechUP 100 Women Participant | 08/2019 - 01/2020

TechUP 100 Women Programme

During this intensive 6 month home-study course I acquired a host of key digital skills including Python programming, Cyber Security, UX Design, AI, and Agile Project Management amongst others. I passed the Agile PM exam and hold a qualification in **AgilePM Foundation** as well as being an **AgilePM Practitioner**. I completed 12+ hours of study each week and attended residential training sessions alongside my work with Imouto and Superstars in order to successfully graduate this challenging course.

Key skills: time management, self-motivation, quick learning, organisation, self-study, programming, databases, project management, Agile.

Director | 10/2018 - Present

Imouto Ltd.

I established Imouto, an online store, upon my return from Japan after identifying a gap in the UK market for the 'kawaii' (cute) merchandise so popular overseas. I taught myself many things to start this business—web design, branding, marketing, Google Analytics, sourcing suppliers, photography, copywriting, distribution, and logistics. The success of this venture has proven my dedication and self-motivation.

Key skills: quick learning, self-motivation, adaptability, critical thinking, problem solving, creativity, customer service, decision-making, SEO, social media management, Google Analytics, content creation, market research.

Play-worker | 09/2019 - Present

Superstars Activity Club

I am responsible for ensuring the safety and happiness of children aged between 4-11 years old at an after school club, following the highest Child Protection guidelines. I engage with the children in play, and work with them on activities to entertain them and help them grow and develop. I prepare meals for the children and am qualified in Level 2 Food Safety and Hygiene.

Key skills: active listening, creativity, empathy, adaptability, negotiation, conflict resolution, food hygiene.

SKILLS

TECHNICAL

- Google Analytics
- Adobe Photoshop
- Adobe XD
- Figma
- Affinity Suite
- HTML/CSS
- Mac: word processing, spreadsheets, presentations
- Windows: word processing, spreadsheets, presentations

LANGUAGES

- English
- Japanese
- French

AWARDS

- Duke of Edinburgh Award
Gold Level
- DipLCM Piano Forte
Distinction
- ABRSM Grade 8 Flute
Distinction
- ABRSM Grade 6 Saxophone
Merit
- National Concert Band Festival
Platinum Award

INTERESTS

- Gaming
- Japanese Culture
- Anime
- Travel
- Gardening
- Crafts
- Music
- Wildlife

EXPERIENCE (CONTINUED)

○ Japan Country Sales Specialist | 05/2016 - 04/2018

Audley Travel

My primary tasks in this role were calling clients to enquire about their travel plans to Japan, evocatively familiarising them with the culture, and demonstrating the advantages of booking through Audley. I managed the full process of discussing options and booking the planned arrangements, through to preparing the extensive client documentation for travel and being available to ensure their time abroad met Audley's renowned high standards.

Throughout this process I maintained exceptionally high standards of customer service and was proud to receive a rare award for 100% client satisfaction for the duration of my time in this role.

Key Skills: high-quality customer service, conflict resolution, negotiation, written communication, telephone skills, sales, organisation, attention to detail, time management, relationship management, problem solving.

○ JET Programme Representative | 10/2015 - 11/2015

UK JET Programme

For this I visited different universities across the UK and gave presentations promoting the JET Programme. I attended careers fairs and events, answering any queries potential applicants had, and speaking to local careers advisers about the programme. I presented directly to careers advisers in the North West and a diplomat from the Embassy of Japan.

Key skills: public speaking, organisation, presentation, planning, communication.

○ Assistant English Teacher | 08/2014 - 08/2015

Uji City Board of Education (JET Programme)

I primarily taught at Primary Schools with classes of 32 children aged 10-12 years. I created and developed lesson plans with the Homeroom Teachers and other Japanese Teachers of English. On a weekly basis I made original plans and games as well as resources. I also assisted with High School classes (12-15 years old) on a daily basis, encouraging conversation and cultural exchanges. I was invited to help coach students for a regional speech competition, in which a student came second, and to develop and make evaluation criteria for speaking tests. I then performed one-to-one interviews with students and graded them.

Outside of my official duties I taught Advanced Adult English Classes at the local community centre.

Key Skills: adaptability, organisation, public speaking, presenting, collaboration, teaching, special needs teaching, decision-making, teamwork, communication, problem solving, creativity, research, quick learning, language development.

○ Learning and Development Support Consultant | 04/2014 - 07/2014

CM2 Consulting (UK) Ltd

Tasked with developing a social media marketing strategy to improve business growth I managed, maintained, and grew the company's online presence by encouraging blogging on important sector issues and increasing activity on LinkedIn and Twitter; website views increased by over 600% in the first month as a result of my work. I also created and acted upon an Insightly Contact Database to identify, research, and track potential customers. I attended events and networked on behalf of the company.

Key skills: research, written communication, social media analysis, social media strategy, networking, problem solving, database administration, CRM.

○ Online Presence Adviser | 03/2014 - 05/2014

Melton Mowbray Golf Club - Freelance

In this work I increased the online presence of MMGC through online advertising using Google and SEO. This entailed creating and maintaining a Google Adwords account on behalf of the club and identifying key words in order to ensure SEO success. I also advised and trained staff in the importance of social media in order to increase their membership, especially for a younger audience.

Key skills: communication, research, self-study, budget management, collaboration, Google Adwords, Google Analytics, skills development teaching.

○ Sales Adviser | 10/2013 - 01/2014

Debenhams Retail Plc

○ Data Administrator | 08/2013 - 01/2014

B-C-S Services Ltd.

○ Heritage Database Project Assistant | 04/2013 - 07/2014

Time/Image Online Ltd

References are available upon request.