




RACHAEL

COLE

CONTACT





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SKILLS

TECHNICAL

- Google Analytics
- Adobe Photoshop
- Figma
- Affinity Suite
- MIRO
- JIRA
- Confluence
- Mac Native Software
- Windows Native Software





EDUCATION

-  **UX Design Diploma**
UX Design Institute
Professional Diploma
Overall score: 93%
2020 - 2021
-  **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
-  I possess a clean driving license and own a car.

PROFILE

An ambitious UX Designer looking to focus on their UX career with a forward thinking and user-centric company. Developing a wide skillset across not only UX design, but also leading on departmental collaboration initiatives, projects and knowledge sharing with the aim of up-skilling the wider team.

EXPERIENCE

-  **Experience Designer - Customer Services** | 05/2022 - Present
ALDI UK Ltd. (NDA applicable)
I shape the future products and services of ALDI in the area of Customer Services on a global level, working as part of a multi-disciplinary team. In a challenging environment of complex business needs, different technological capabilities and cultural differences, my role is to ensure designs remain user-centric through the design process.
Currently Service Leading on a key project looking into improving digital Customer Service channels including AI capabilities. Within the project team my role has been to work closely with the Product Owner to ensure alignment on the product vision and adapt designs to work with our current technical capabilities whilst considering the wider context of CS work that is being done. As well as this I have been the sole XD designer on this project.
Key skills: customer research, benchmarking, stakeholder management, Customer Journey Mapping, wireframing, prototyping, workshops, project management, collaboration, storyboarding, team development
-  **UX/UI Designer** | 12/2022 - 02/2023
Yaldi Games (Wholesome) - Freelance
I worked with the Founder of Yaldi games to develop a companion website that would connect the gameplay experiences of authentic foraging, crafting, and cooking with the real world counterparts for players.
I sketched lo-fi wireframes for desktop and mobile to visualise the concept, showing how the design facilitated the key use cases and journeys, before digitising and annotating interactions.
To allow for future expansion of the concept I took a modular approach, outlining how future features could fit into the 'base design'. To ensure cohesion and consistency from game to website I recommended that the next steps include testing and a re-evaluation of the designs as the core game is built.
Key skills: communication, research, benchmarking, website design, mobile screen design, UI, interaction design.
-  **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.
-  **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.

SKILLS

PROFESSIONAL

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

LANGUAGES

- English
- Japanese
- French

TRAINING

- **Service Design Bootcamp**
MadeFor
- **JIRA**
ALDI
- **Gamification**
IxDF
- **Business Writing**
Emphasis Training Ltd.
- **Stakeholder Management**
MadeFor
- **AgilePM Foundation**
APMG
- **AgilePM Practitioner**
APMG

INTERESTS

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

EXPERIENCE (CONTINUED)

○ **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.

○ **Play-worker** | 09/2019 - 05/2022

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.

○ **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

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