

Rachel Booth

UX Designer

+ 1 705 875 0306

rachelsharonbooth@gmail.com

EDUCATION

Sept 2018-
May 2020

M.I. MASTER OF INFORMATION

University of Toronto

Concentration in User Experience Design

Sept 2012-
May 2017

B.A INTERACTIVE ARTS AND SCIENCE

Brock University

Concentration in Computer Game Development

Graduated with First Class Standing

PROFESSIONAL EXPERIENCE

Sept 2020-
Present

UX DESIGNER- OPERATORS & ESPORTS

Ubisoft- Rainbow Six Siege

- UX for new operators, designing in-game feedback from the first prototype onwards, raising UX flags and aiding realization
- Working on new operator brainstorming with game designers
- Designing caster HUD used in esports, balancing needs from pro casters and average viewers for design improvements
- Spearheaded Elite 2.0 feature with customization, designed new customization categories, worked closely with UI programmers for implementation

May 2020-
June 2020

UX & GAME DESIGN CONSULTANT (FREELANCE)

Neurofit VR

- Developed a gamification system for Neurofit based on positive reinforcement and best practice for mental wellness
- Created design documentation and visual assets for future implementation

Sept 2019-
Jan 2020

GRADUATE RESEARCH ASSISTANT

University of Toronto

- Created a board game as a research and educational tool for the study of information systems design
- Developed game prototypes and assets for testing and

June 2019-
Aug 2019

PRACTICUM - UX INTERN

SnapTravel

- Redesigned their chat bot experience to help sales and customer conversion rates
- Conducted research, created prototypes, deployed usability tests, and created high-fidelity design proposals

June 2017-
Feb 2018

LEVEL DESIGNER

Eden Industries

- Designed 2D platformer game levels based on my proposed game mechanics

PROFILE

A user experience professional with a game design background. Excels at design, ideation and research. Avid gamer and fan of artistic, MMO, and FPS games. Interested in game academia and the application of games as research tools.

Above all, passionate about creating impactful, human centric experiences.

SKILLS

Interaction Design
Mock-ups & Flows
Design iteration
Prototyping
UI Design
Academic research & writing
Game Design

SOFTWARE

Adobe Suite
Sketch
Figma
Unity 3D
InVision
Axure

CONTACT

Portfolio:

rachelsharonbooth.com

LinkedIn

linkedin.com/in/rachelsharonbooth

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EDUCATIONAL PROJECTS

Spring 2020

NEUROFIT VR: UX ANALYSIS

UX Designer

- Working with Neurofit VR to develop flows, prototypes, and high-fidelity mock-ups for improved UX
- Developing journey maps to analyse the end-to-end product, business, and user experience

Winter 2019

JACKMAN HUMANITIES INSTITUTE: UX CONSULTING

Researcher

- Worked with the associate director of JHI to develop a usability testing plan to improve their website
- Observed and moderated usability tests
- Identified design issues and provided recommendations

Winter 2019

STARTUP: LEGAL INNOVATION

Lead Designer

- Collaborated with law students on ideas to encourage legal innovation
- Conducted research on legal issues for start-ups to better understand their legal needs
- Designed an app concept to help early stage technology companies access affordable legal services

Fall 2018

CULTIVAR: SUSTAINABLE HABIT TRACKING

Designer, Researcher

- Developed an app concept focused on rewarding users for recycling properly
- Worked through an iterative design process with multiple design sprints
- Conducted and analysed research
- Used tools such as: personas, scenarios, storyboards, empathy maps, and affinity diagrams
- Created mock-ups and prototypes with Figma and InVision

2016-2017

NIGHTSCAPE: GAME DEMO

Lead Designer & Programmer

- Created game levels and mechanics and implemented them in Unity
- Supervised playtesting and prepared design documentation for submission to game industry professionals
- Presented demo at two Toronto game conventions
- Assumed role of lead programmer during development

VOLUNTEERING

Sept 2018- April 2019

CLASSROOM REDESIGN

UX Research & Designer

- Worked with academic and campus events to conduct research on the usability of classrooms
- Facilitated feedback events and observations

PERSONAL SKILLS

Ideation
Creativity
Teamwork
Flexibility
Remote work communication
Multi-disciplinary Analysis

LANGUAGES

English (native)
French (limited working proficiency)

Programming (novice)

- C#
- Java
- Python