

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

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
UX Consulting:

- Worked as a UX consultant for a partnership project with a sustainable investment company
- Generated reports and recommendations to be distributed among executives

Game Design:

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

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-
February 2018

LEVEL DESIGNER
Eden Industries

- Designed 2D platformer game levels based on my proposed game mechanics
- Generated showcase levels for international game conventions

PROFILE

A user experience professional with a game design background. Excels at design, ideation and multi-disciplinary analysis. Adaptable designer skilled at incorporating feedback into a working product.

Passionate about creating memorable, human-centric experiences.

SKILLS

Interaction Design
User Research & Analysis
Mock-ups & Flows
Usability Testing
Design documentation
UI Design
Game & Level Design

SOFTWARE

- Adobe Suite
- Sketch
- Figma
- Unity 3D
- InVision

CONTACT

Portfolio:
rachelsharonbooth.com

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EDUCATIONAL PROJECTS

Spring 2020

NEUROFIT VR: UX ANALYSIS

UX Designer

- Worked 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 innovation in law
- 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 sustainable habits
- Worked through an iterative design process with multiple design sprints
- Conducted and analysed user 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 3D with C#
- 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

Cross-disciplinary teamwork

Ideation

Creativity

Flexibility

Communication

Remote work