

RAINIE BALDWIN

UX/UI Designer

Advise clients on improved product design, make the vision of their company come to life, and create loyalty with their product's users through seamless design.

[Portfolio:www.rainiebaldwin.com](http://www.rainiebaldwin.com)

CONTACT

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EDUCATION

Springboard

UX/UI Design certificate Jan 2023

700+ hours of hands-on courses, with 1:1 expert mentor oversight, and completion of 4 in-depth portfolio projects

Musicians Institute - Los Angeles,CA June 2016

Audio Engineering certificate

Lanzhou University of Finance and Economics - Gansu, China June 2015

Bachelor Degree in Business

SKILLS

UX/UI Design
User Research
User Interviewing
Persona Creation
User Flow
Empathy Map
Wireframing
Prototyping
Usability Testing
Information Architecture

Mobile Design
Web Design
E-commerce Design
User Advocacy
Participatory Design
Heuristic Analysis
Figma
Adobe XD
Miro
Marvel

EXPERIENCE

UX/UI Designer Jan 2023- Feb 2023

Weconcile

- **Designing user flow on gamification feature** for relationship counseling app to increase subscription base and duration of how long users interact with the app

UX/UI Designer Dec 2022

Sass Tag

- **Conducted User Interviews** to determine why customers were not purchasing items at E-commerce site.
- **Designed guest checkout feature** to decrease shopping cart abandonment rate in online E-Commerce Site.
- **Improve search functions** to allow customers to find items faster

UX/UI Designer Sept 2022-Nov 2022

GramCity

- **Designed feature** to suggest photo-ops near users based on their current location and user reviews.
- **Create a community** for users who share their favorite locations to take pictures.

UX/UI Designer April 2022-Aug 2022

Rock Zone

- **Conducted User Interviews** to determine working musicians needs.
- **Designed a product** to help musicians find opportunities near them.
- **Developed** high-fidelity wireframes, clickable prototypes, and conducted usability tests.

Musical instrument Instructor 2017-2022

- Design lesson plans for each student based on their skills and what they need to improve
- Collaborated with other music teachers and students to put on live performances

Audio Engineer 2015-2016

- **Perform Sound Checks**
- **Set up Equipment** to ensure best sound on stage
- **Manipulate audio console**
- **Collaborated** with other professionals including lighting crew