

Rachel Oglesby

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EDUCATION

Bachelor of Fine Arts in Graphic Design — May 2010

Missouri State University

WORK EXPERIENCE

UX/UI Designer — Classy Llama Studios | September 2013 – February 2014

- Created wireframes, layouts, & creative direction for Magento Enterprise merchants.
- Collaborated with production teams, clients, & project managers to realize user-centered design principles.
- Designed & produced rich media content & marketing collateral, including photography & graphic design.
- Produced information architecture diagrams, concept sketching, wireframing, & high-fidelity mock-ups/prototypes.
- Led the UI/UX design vision & execution.

Art Director — PFI Western Store | August 2010 – September 2013

- Created wireframes, layouts & provided creative direction for two e-commerce websites.
- Designed email campaigns, website banners, icons, info-graphics, & print design pieces.
- Lobbied for the space, budget & resources to build a photography studio within one year.
- Implemented & maintained keyword searchable image database of over 40,000 product images.
- Photographed all products, events & lifestyle campaigns prior to being promoted to Art Director.

Graphic Designer & Photographer — Missouri State University | April 2007 – October 2010

- Implemented digital asset management system to track & archive all photographs in a searchable database.
- Printed, mounted & laminated large format designs for all Extended Campus Clients.
- Designed flyers, brochures, business cards, catalogs, posters & website graphics.
- Photographed events, classrooms, people & marketing campaign collateral.
- Maintained and repaired printers, laminators & computers.

Technical Support Specialist — Missouri State University | August 2006 – August 2007

- Provided inbound technical support for the website content management system, RedDot.
 - Wrote troubleshooting documents & aided in training new hires, faculty & staff.
 - Created websites for university departments based on assigned criteria.
 - Assisted the Director with various technical projects as needed.
 - Cleaned up broken & bloated HTML.
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SYSTEMS, SOFTWARE & PLATFORMS

- Adobe Creative Cloud — InDesign, Illustrator, Photoshop, Dreamweaver, Edge: Reflow, Code, Animate
- Content Management Systems & Web Platforms — RedDot, Blackboard, WordPress, Magento
- Google — Docs, Apps, Insights, Webmaster Tools, Analytics
- Bing — Webmaster Tools, Analytics
- Microsoft — Word, Excel