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RACHEL K. WENDTE

User Experience Designer & Content Strategist

PROFILE

I am a UX designer focused on content, strategy, and using communication for connection. In every project, I am passionate about finding the right words to accurately describe research, strategy, and design decisions so that anyone can understand how we got here and why it works.

CONTACT



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Madison, WI & Chicago, IL

EXPERTISE

Content Strategy
Copywriting/Editing
Business Strategy
Project Management
Career Coaching/Mentoring
Research
User Interviews
Relationship Management
Contextual Inquiry
Concept Generation

EXPERIENCE

LEAD INSTRUCTOR, USER EXPERIENCE DESIGN IMMERSIVE

General Assembly | April 2021 - Present

Primary instructor for students to learn UX fundamentals and engage in critique, mentorship, and skill-building. Working with each individual to assess strengths, encourage positive efforts, and maintain a stellar classroom environment.

TUTOR, INTRO TO UX AND UX IMMERSION

CareerFoundry | January 2019 - Present

Tutor working with students day to day on UX principles and design consultation.

UX STRATEGIST AND CONTENT DESIGNER

Freelance | Oct 2016 - Present

Collaborating with independent clients to produce comprehensive website audits, content strategy initiatives, compelling brand narratives, and effective client presentations. Clients range from retail to healthcare, fine arts to small business.

ASSISTANT INSTRUCTOR, USER EXPERIENCE DESIGN IMMERSIVE

General Assembly | May 2017 - July 2018

Co-instructor engaging in lesson planning/teaching, critique, and mentorship.

DEVELOPMENT AND SALES MANAGER

Windy City Playhouse | Oct 2014 - Jan 2016

Content creation and management of website/social media. Cultivated relationships with corporate donors and foundations, facilitated special events.

SOCIAL MEDIA ASSISTANT

Rockit Ranch Productions | Jan 2014 - Oct 2014

Supported social media strategy for six distinct restaurant venues. Conceived and implemented marketing strategies for new venues.

EDUCATION

CERTIFICATION, USER EXPERIENCE DESIGN IMMERSIVE

Oct 2016 - Jan 2017

General Assembly | Chicago, Illinois

CERTIFICATION, FREELANCE WORDPRESS DEVELOPMENT

Jan 2016 - Sept 2016

Skillcrush Online Education

BACHELOR OF SCIENCE, ARTS ADMINISTRATION

Aug 2009 - May 2013

Butler University | Indianapolis, Indiana

OTHER WORK

MANAGING DIRECTOR

Volunteer | Route 66 Theatre Company | Aug 2016 - Aug 2019

SOCIAL MEDIA STRATEGIST

Freelance | Jan 2015 - Present