

Rachelle Dostie

Senior UX Designer

6 years specializing in lead-gen and brand website optimization. With 10 years in Graphic Design, I bring visual clarity to intuitive, conversion-focused web experiences, blending research, wireframing, and testing to create designs that are simple, effective, and measurable.

PROFESSIONAL EXPERIENCE

Watkins Wellness Vista, CA (Remote)

B2B mid-size company who manufactures and sells wholesale luxury hot tubs for residential markets. Responsible for the UX of the Hot Spring Spas and Caldera Spas brand websites.

● Senior UX Designer

July 2023 – Present

- Developed and implemented an A/B testing framework, including a calendar, idea repository, and test templates, utilizing engagement analytics in Hotjar to hypothesize and execute over 25 experiments across 2 brand websites over 4 years, leading to increased engagement and lead conversion rates.
- Contributed to \$85,000+ in estimated annual sales growth by conducting competitive research, wireframing, prototyping, and user testing a new questionnaire tool on a brand website that guided users through 6 product-filtering questions to streamline the shopping experience and connect users with local dealers for personalized assistance.
- Increased form submissions by 20% through an A/B test optimizing form fields on a brochure lead generation form, collaborating with my supervisor to analyze conversion rates and sales projections, present findings to stakeholders, and implement the winning variation with development.

● UX Designer

January 2021 – July 2023

- Decreased development time by 50% by leading the creation of a new design system with 150+ reusable components for a brand website, improving responsiveness, usability, and brand consistency by collaborating with cross-functional teams to define system requirements.
- Reduced bounce rates by 14% on key website pages during the adoption of a new design system through wireframing pages in Adobe XD, leading design review meetings, managing proof reviews in Workfront, and collaborating with development during the implementation of a new design system.
- Improved the click-through rate by nearly 300% on a product page button that navigates users to a lead generation form by working with the content team to AB test different variations of CTA copy as part of an online pricing optimization project.

CONTACT

 San Diego, CA
(Remote roles only)

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 [Portfolio](#)

SKILLS

EXPERIENCE DESIGN

Design Systems
Responsive Web Design
(Desktop, Tablet, and Mobile)
Web Accessibility
Storytelling

USER RESEARCH

A/B Testing
Conversion Rate Optimization (CRO)
Competitive Analysis
User Engagement Analysis
Heuristic Evaluations

VISUAL DESIGN

UI Design
Layout and Hierarchy
Typography
Iconography

TOOLS

EXPERIENCE DESIGN

Adobe XD, Figma, Sketch

USER RESEARCH

AB Tasty, Hotjar, Google Analytics, Salesforce

EDUCATION

Bachelor of Science,
Computer Graphics &
New Media
Johnson & Wales University
Providence, RI

PROFESSIONAL EXPERIENCE *(Continued)*

California Bank & Trust San Diego, CA

B2B and B2C company who provides banking and financial services. Responsible for the user interface design of the brand website.

● **UI Designer** (Creative Marketing Rep II) *December 2019 – January 2021*

- Enhanced brand consistency, aesthetics, and usability of new product lead generation landing pages by wireframing and designing over 60 reusable web components for them, reducing development time by 50% through the adoption of reusable components.
- Achieved a 174% increase in button click-through rates for a new landing page hero section by wireframing multiple interface options, collaborating with stakeholders, and conducting A/B testing with the Digital Marketing Manager.
- Worked alongside the Creative Director to update the marketing department's brand guidelines, creating a comprehensive resource that ensured consistency in UI design elements such as color palettes, typography, iconography, photography, and logo usage across the brand website.

● **Graphic Designer** (Creative Marketing Rep I) *March 2014 – December 2019*

- Designed and art-directed print and digital marketing pieces for several product lines, keeping brand consistency across various marketing channels and in nearly 90 branches bank-wide.
- Oversaw the design and production of marketing materials for up to 5 annual client and prospect events, resulting in improved workflow efficiency and brand recognition during the events.
- Organized the production schedules of up to 15 monthly marketing requests, leading to an efficient development process and ensuring projects remained on schedule.

UC San Diego San Diego, CA

Responsible for planning and developing the design and production of marketing materials for over 200 programs and services annually for the alumni department.

Marketing Manager *December 2010 – March 2014*

- Managed the design, scheduling, and deployment of over 20 monthly email campaigns, reaching audiences of up to 100,000 users.
- Reduced custom emails and saved development time by creating an email template guide, allowing program managers to choose from 6 pre-designed email templates for event communications.
- Designed and directed the development of marketing pieces, including web page and social media graphics, invitations, postcards, and signage for over 50 events annually, increasing user engagement with department services.

CERTIFICATIONS

UI Design Course

Design Lab

2020

Exploring a Career in Interaction Design

(Learning Path)

LinkedIn Learning

2024