Raelign Gaille Powell

Visual Designer and Marketing Coordinator

PORTFOLIO

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Atherton, CA 94027

PROFESSIONAL SUMMARY

A driven visual and UX/UI designer with a proven track record at SeaLight, a Standford Gordian Knot project focusing on the South China Sea. Prioritizing user experiences in a fast-paced, agile environment through advanced usability testing and responsive design while excelling in visual design and verbal communication, significantly enhancing client satisfaction. Not just an expert in Figma and Adobe Illustrator, but also embodying leadership with innovative solutions and critical thinking.

SKILLS

Visual design   Verbal Communication   Analytical and Critical Thinking   Usability Testing   Social Media

Supervision and leadership   Figma   Adobe Illustrator   Event Planning   User Research

Wireframing and Prototype Design

EXPERIENCE

UX/UI DESIGNER, Atherton, CA

SeaLight, January 2023–Present

- Collaborated with product managers, developers and other UX designers in a fast-paced, agile environment.
- Conducted usability testing of existing websites and applications and used the results to create more efficient user experiences.
- Analyzed customer feedback to identify areas of improvement for UI design elements.
- Implemented responsive web designs across multiple device types such as desktop, tablet and mobile phones.
- Maintained consistency across all products by utilizing style guides throughout the entire design process.
- Created wireframes, storyboards and prototypes to effectively communicate design ideas to stakeholders.

ICON DESIGNER (CONTRACT), Atherton, CA

Adjective, October 2023–October 2023

- Developed designs specifically to market to certain clients, aligning designs with clients' tastes and preferences.
- Brainstormed innovative deliverables to encompass client vision and key design principles.
- Continuously sought feedback from clients regarding their expectations for each project.
- Implemented creative concepts in alignment with brand vision and identity.
- Used software and hand-rendering to design products.
- Researched and analyzed market trends to inform design decisions.

EDUCATION

BACHELOR OF ARTS (B.A.) IN COMMUNICATION ARTS, Richmond, VA

Virginia Commonwealth University, December 2018
GPA 3.7

Relevant Coursework

Color Theory   Concept Design   Storyboarding

Media Studies

Awards & Honors

Dean's List

Extracurricular Activities

Emanata Anthology Comics Editor (2018) and Participant (2017-18)

Senior Expo Planning and Marketing Team (2018-19)