RABI CHAPMAN

Senior UX/UI Designer & Visual Designer
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LinkedIn | Portfolio

PROFESSIONAL SUMMARY

Human-centered **UX/UI Designer and Visual Designer** with 15+ years of experience delivering intuitive, accessible, and visually compelling digital experiences across government, SaaS, and consumer-facing platforms. Proven ability to translate complex requirements into elegant solutions through research-driven design, cross-functional collaboration, and end-to-end product ownership. Proficient at bridging **design, development, and business strategy** to improve usability, engagement, and adoption.

CORE SKILLS

UX & Product Design: User Research, Usability Testing, Information Architecture, Wireframing, Prototyping, Interaction Design, Accessibility (WCAG), Design Systems, Journey Mapping

Visual & Brand Design: UI Design, Visual Storytelling, Style Guides, Branding, Typography, Layout Design

Tools & Technologies: Figma, Miro, Jira, Adobe Creative Suite (Photoshop, Illustrator, InDesign), HTML/CSS (Basic), Salesforce, Microsoft Office, Google Workspace

Ways of Working: Agile/Scrum, Cross-Functional Collaboration, Stakeholder Communication, Time Management

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SELECTED UX PROJECTS

#Dad Mobile App | UX/UI Designer

Mobile application for expectant fathers - Led **end-to-end UX and visual design**, from discovery through developer handoff. - Conducted user interviews, surveys, and usability testing to validate user needs. - Designed user flows, wireframes, branding, and high-fidelity prototypes in Figma. - Delivered a supportive, inclusive experience focused on mental health, wellness, and education.

Maison de Beauté E-Commerce Website | UX/UI Designer

Online fashion and accessories boutique - Designed a responsive e-commerce experience with integrated membership rewards. - Conducted user research, storyboarding, wireframing, and usability testing. - Created UI components, style guides, and interactive prototypes in Figma. - Improved onboarding clarity and engagement through simplified navigation.

Public Transit Mobile App | UX/UI Designer

City public transportation system - Designed branding, UI, and UX for new real-time transit features. - Created wireframes, mockups, and style guides aligned with city standards. - Facilitated user feedback sessions to refine usability and clarity. - Collaborated with third-party vendors integrating real-time mapping data.

PROFESSIONAL EXPERIENCE

City of East Point — East Point, GA

Web Developer / UX/UI Designer | Sept 2022 – Present
- Liable for UX/UI design for the city's public-facing websites and mobile applications.
- Design and maintain accessible, user-friendly digital experiences for diverse audiences.
- Manage website architecture, content updates, analytics, and performance monitoring.
- Create custom forms, graphics, and interactive content.
- Collaborate with IT, stakeholders, and end users to translate requirements into solutions.
- Develop training materials and conduct end-user training.
- Perform HTML/CSS updates, database management, backups, and troubleshooting.

Rabi Chapman Designs — Atlanta, GA

Freelance Graphic & Visual Designer | Feb 2001 – Present
- Delivered branding, digital, and print design solutions for small businesses and nonprofits.
- Led creative direction for websites, marketing campaigns, and event collateral.
- Designed corporate identities, advertisements, signage, and promotional materials.
- Produced full layout and design for conference programs and marketing assets.

TD Bank — Mount Laurel, NJ

Salesforce Developer (Contract) | Feb 2020 – May 2020
- Supported nCino loan processing application to improve UI clarity and navigation.
- Partnered with business stakeholders to translate requirements into technical solutions.
- Worked within Agile/Kanban workflows using Jira.

Fannie Mae — Reston, VA

Salesforce Developer (Contract) | Nov 2019 – Jan 2020

- Enhanced Enterprise Contract Management System (ECMS) using Apttus.
- Applied a process-driven, user-focused approach to system improvements.
- Collaborated in Agile teams using Jira and Kanban.

RentPath — Norcross, GA

Graphic Artist (Contract) | Apr 2015 – May 2015
- Contributed to HD photography and panoramic tours for global rental listings.
- Supported production workflows in Agile/Scrum environments.

EDUCATION & CERTIFICATIONS

Certificate, UX/UI Design — Thinkful, 2021
User Research, Interaction Design, Prototyping, Usability Testing, Iterative Design

Certified Salesforce Developer — Quotum Tech, 2019
Apex, Visualforce, Lightning Component Framework

Bachelor of Science, Graphic Design & Visual Communications — Westwood College, 2014

Associate of Applied Arts, Visual Communications — Atlanta Technical College, 2002
National Vocational Honor Society

PORTFOLIO LINKS

- https://www.rabichapman.com/
- #Dad App Project
- Maison de Beaute Project
- Transit App Project