

Rabi Chapman UX Designer

678-842-4060 | rabichapman.ux@gmail.com | Atlanta, Georgia | [LinkedIn](#) | [Portfolio](#)

SUMMARY

Seasoned, results - oriented, CREATIVE, VISUAL DESIGNER offering 20 years of experience managing design concepts, development, execution, and production of global brand guidelines for multiple marketing initiatives.

SKILLS AND QUALIFICATIONS

Tools: Figma, Google Docs, Jira, Miro, Photoshop, Illustrator, InDesign, Microsoft Office, Salesforce, Basic HTML and CSS, Notepad

UX Process: Accessibility, Empathy, Information Architecture, Prototyping, Research, Time Management, Wireframing

PROJECTS

#Dad App / [Project Link](#)

- A mobile app for expectant fathers, providing information on what to expect during the pregnancy, weekly tips on maintaining personal physical and mental health, and ways for men to discuss more complex topics. Executed all visual design stages from concept to final hand-off including: surveying and interviewing users, conducting usability testing, sketches, flow diagrams, wireframes, branding, and prototypes using Adobe Illustrator and Figma software.

Maison de Beaute Website / [Project Link](#)

- An online fashion and accessories boutique, offering an exclusive membership rewards program for users to easily sign up and join. In charge of surveying and interviewing users, conducting usability testing, sketches, storyboarding, wireframing, flow diagrams, mockups, style guides, and prototypes using Figma software.

Public Transit App / [Project Link](#)

- The city's public transit system released new features for their app that enabled riders to see real-time updates on all their system's bus routes, the bus's location, ETA, and future arrival times. My responsibility was to design all the branding, sketches, flow diagrams, wireframes, mockups, and style guides,
- I conducted user research and user feedback sessions.
- Riders get real-time transit information through a third-party map service from the agency's chosen vendor which handles scheduling and CAD functions, and manual integration for reporting from multiple sources.

EXPERIENCE

City of East Point

Web Developer – UX/UI Designer | East Point, Georgia

Sept. 2022 – Present

- Setup, administer, manage, configure, design, maintain, update, and secure the City's web site and mobile applications.
- Coordinate planning, development, and management of the City's official web site, and the IT customer support portal.
- Perform web page management, monitors website traffic/activity, and evaluates web site usage; builds web pages and creates graphics for website(s) / webpages.
- Create and update custom forms using various software tools.
- Develop training materials and conduct end-users training as needed for knowledgebase.
- Conduct data input, database maintenance, and database management conducts implementation and debugging of HTML and code, conduct database backups.
- UX/UI Designing: Human-first approach in designing aesthetic experience of the city's web and mobile applications.
- Create and manage web databases; manipulate data and generate custom reports.

Freelance Graphic Designer

Rabi Chapman Designs | Atlanta, Georgia

Feb. 2001 – Present

- Managed creative direction for all website graphics and edited the web template's HTML and CSS source code.
- Developed graphic layouts, advertisements, banners, and signage using Adobe Photoshop, Illustrator, and InDesign CC.
- Fashioned full layout of the program booklet for Dress for Success Leadership Conferences, in addition to designing business ads and retouching photos.
- Created a restaurant campaign including, corporate identity, promotional flyers, menu boards, wall murals, and storefront window graphics.

Salesforce Developer (Contractor)

TD Bank | Mount Laurel, New Jersey

Feb. 2020 – May 2020

- Supported the nCino application to provide flexibility in the processing and approving of loans, real-time loan status updates, simplified the user interface and navigation.
- Worked with team members to analyze business requirements and translate them into customized solutions.
- Experienced with Agile methodologies and frameworks such as Jira and Kanban.

Salesforce Developer (Contractor)

Fannie Mae | Reston, Virginia

Nov. 2019 – Jan. 2020

- Reviewed and assisted in making enhancements to the Enterprise Contract Management System (ECMS) application, through APTTUS, a single system where users initiate, author, approve and execute customer contract agreements before loan approval.
- Used a process-driven approach when designing and developing solutions.
- Experienced with Agile methodologies and frameworks such as Jira and Kanban.

Graphic Artist (Contractor)

RentPath | Norcross, Georgia

Apr. 2015 – May 2015

- Contributed to the full production process of creating HD Photo and HD Panoramic Tours through Rentpath for rental property publications worldwide.
- Utilized Agile methodologies and frameworks such as Scrum and Kanban.

Home Services Sales Associate

Allconnect | Atlanta, Georgia

July 2008 – Oct. 2011

EDUCATION AND CERTIFICATIONS

CERTIFICATE, UX/UI DESIGNER

2021

Thinkful

- Acquired skills and experience through Design Workshops and Mapping, UX Principles, Interaction Design, Wireframes and Prototyping, Discovery Research and User Interviews, User-Centered Design, and User Testing and Project Iteration

CERTIFIED SALESFORCE DEVELOPER

Quotum Tech

2019

- Manage and customize the technical side of an organization's Salesforce instance, utilizing three most important technologies: Apex, Visualforce, and Lightning Component Framework.

BACHELOR OF SCIENCE, GRAPHIC DESIGN AND VISUAL COMMUNICATIONS

Westwood College- Northlake

2012 - 2014

- Illustration, Typography, Graphic Design, Package Design, Color Theory

BACHELOR OF ARTS, GRAPHIC DESIGN AND VISUAL COMMUNICATIONS

American Inter-Continental University

2006 (Incomplete)

ASSOCIATES OF APPLIED ARTS, VISUAL COMMUNICATIONS

Atlanta Technical College

2000 - 2002

- National Vocational Honor Society