

RACHEL LANG

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rachellang.net

EXPERIENCE

Senior Product Designer, [Glimmer](#)

DEC 2022 - PRESENT

Creative Production & Talent Management SaaS

- Leading product design for creator marketplace and enterprise production tools, driving engagement and user activation.
- Redesigned job posting and applicant ranking flows, increasing successful postings by 15% MoM.
- Improved creator profile completion and search capabilities, contributing to a 10% YoY increase in marketplace hires.
- Built multi-project budgeting and permission systems to support new enterprise revenue streams and scalable account structures.
- Led rebrand and rollout of accessible modular design system in Figma, reducing developer rework and unifying platform UI.

Product Designer, [Mojotech](#)

MAY 2021 - DEC 2022

Digital Product Agency

- Acted as design lead across multiple agile teams, partnering with PMs and engineers to deliver high-impact client software.
- Refactored B2B CRM dashboards for automotive SaaS, improving conversion and clarity.
- Streamlined commercial insurance quoting UX, reducing time-to-approval and increasing quote accuracy.
- Designed railway visualization dashboard improving operational safety and repair efficiency.
- Mentored junior designers and facilitated design sprints to accelerate delivery and raise quality.

Product Designer, [Medici](#)

MAR 2020 - APR 2021

Virtual Healthcare Platform

- Led service design for a virtual-first healthcare clinic, launched successfully in 2021.
- Improved provider-patient communication tools, boosting engagement by 20% and reducing churn from 14% to 3%.
- Designed messaging, scheduling, and account features supporting distributed care teams.

Independent Designer

MAR 2018 - MAR 2020

- Consulted for startups to design MVPs and web platforms across education, healthcare, and creative industries.
- Delivered early-stage UX and UI for products including a freelancer management system, AI-enhanced curriculum planner, and healthcare tracker.

Product Designer, [Hasbro](#)

SEP 2013 - MAR 2018

- Designed and prototyped physical and digital play ecosystems for Star Wars, Marvel, Transformers, and Play-Doh.
- Partnered with engineering to deliver interactive prototypes and new digital experiences for toy brands.

Associate Product Designer, [Spin Master](#)

JAN 2013 - JUN 2013

- Created spec concept designs and prototypes to support new license pitches with partners like Cartoon Network.
- Facilitated internal ideation sessions and shared design techniques across teams.

IP Development and Design Intern, [Hasbro](#)

2009 - 2012

- Collaborated with ILM and Jagex on story visualization for Transformers and G.I. Joe media.
- Created concept art and documentation for cross-media worldbuilding and reusable parts libraries.

SKILLS

Design Facilitation
Information Architecture
Interaction Design
Journey Mapping
Product Strategy
Prototyping
Storytelling UX
Usability Testing
Visual Design
Wireframing

TOOLS

After Effects
Confluence
Figma
(Philadelphia Friends of Figma Leader)
FullStory
Illustrator
Intercom
Jira
Loom
Notion
Photoshop
Premiere Pro
Procreate
Rive

FRAMEWORKS

Accessibility (a11y)
Agile & Scrum
Atomic Design
Data-Driven Design
Design Systems
Gamification
HTML/CSS/JS
(functional knowledge)
JTBD
(Jobs-to-Be-Done)
Service Design

EDUCATION

Bachelor of Science - Industrial Design

University of Cincinnati

College of Design, Architecture, Art, & Planning (DAAP)