

# RACHEL HOPKINS

UX Design

UI Design

Product Design

An enthusiastic and motivated designer, driven by a genuine fascination with people and a love for design. With a strong grasp of key principles in UX and technical UI skills, my goal is to work on projects where I can combine my creativity and logistics with a human-centered design approach, and create a seamless experience that leaves a lasting impact. As a friendly people person I love being part of a team, but also value my independence. I'm hardworking and very eager to dedicate my skills.

## CONTACT

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## PORTFOLIO

[www.rachelellenhopkins.com](http://www.rachelellenhopkins.com)

## EDUCATION

### Flipside

Jan 2024 - Present

Digital Product Design Bootcamp

### General Assembly

Mar 2023 - May 2023

UX Design Bootcamp in collab with  
WYK Digital & Bunnyfoot UX Agency  
(full-time)

### Kingston University

2:1 • Sep 2014 - Jul 2018

BA (Hons) Illustration Animation with  
a year of Erasmus study at BAU,  
Barcelona

## SKILLS

User Research  
Usability Testing  
Sketching & Wireframing  
Prototyping  
Agile Framework  
Design Thinking  
AI Prompting  
Visual & Motion Design

## PROGRAMMES

Figma, Figjam  
Adobe Suite (Photoshop, AfterEffects,  
Illustrator, InDesign, Premiere)  
Google Docs, Slides  
Powerpoint, Word

## EXPERIENCE

### UX Designer (Freelance)

WYK Digital • Feb 2024 - Present

Working with WYK Digital on the redesign of their website, improving access to employment for young people. As a team of two, conducting remote and in-person user testing of the current site and making informed changes from research and insights, wireframing and prototyping a new design.

### Digital Product Design Trainee, Flipside Programme

A New Direction • Jan 2024 - Mar 2024

Researched, designed and prototyped an app improving the health & wellbeing of Itsu customers, as part of an industry-led programme designed and delivered in collaboration with leading digital design studios including Made by Many, frog, ustwo, Normally, Beyond and DesignIt.

### Workplace Assistant (Part-Time)

Kaluza • Oct 2023 - Feb 2024

Provided 'front of house' support, maintained a tidy and organized office, managed supplies, supported office events, and ensured health and safety requirements were met. Collaborated with the tech team to maintain efficient desk setups and meeting rooms. Ensured the seamless operation of the office environment, whilst bringing a positive energy to the office.

### Admin Assistant (Part-Time)

WIMP Model Agency • Mar 2023 - Sep 2023

Kept the agency website up to date with recent projects, collaborations and press, whilst using my UX design skills to keep the site user-optimised and accessible. Completed general admin duties, managed the talent database, built client relationships, scheduled and coordinated model bookings.

### Production/Set Designer

Freelance • Apr 2021 - Mar 2023

Clients include Lambrini, H&M, Echo Falls, Agilent, J Appiah, Hozier, Hamell & more. Provided full art direction/production design services for filming, from concept to delivery. Delivered creative solutions aligned with client briefs. Responsibilities included budgeting, prop sourcing and management, set dressing, designing print-ready artwork & delivering presentations reflecting brand identity.

### Prop Maker

Freelance • Sep 2018 - Mar 2023

Crafted large-scale window displays and installations predominantly with Studio XAG for iconic clients such as Liberty, Selfridges, Christian Louboutin, Michael Kors and Vivienne Westwood. Worked to specific design specs from the design side, within a great team of freelancers.