

Rachel J. Cox

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EDUCATION

TEMPLE UNIVERSITY, The Fox School of Business, Philadelphia, PA
Master of Science, Innovation Management and Entrepreneurship, May 2018
19th Annual Innovative Idea Competition Finalist, November 2016
Social Entrepreneurship Summit Competition Finalist, November 2018

MARYLAND INSTITUTE, COLLEGE OF ART, Baltimore, MD
Bachelor of Fine Art, Illustration Awarded cum laude, May 2002
Society of Illustrators Student Competition Finalist, June 2001 and June 2002

EXPERIENCE

TEMPLE UNIVERSITY LIBRARIES, Philadelphia, PA

July 2015 – Present

User Experience Designer

- Plan, conduct, and assess patron research including focus groups, interviews, surveys, and usability tests for website environments. Build wireframes using Balsamiq, InDesign, and Sketch. Lead content strategy and creation group.
- Lead branding strategy for over six libraries and special collections in collaboration with multiple departments and maintain brand standards compliance at a large urban institution.
- Design all print and web materials using Adobe CS for over 50 programming events annually; connect bi-weekly to an audience of over 2,000 with email marketing; work to target content to both internal and external stakeholders.

DATAARTS, Philadelphia, PA

May – July 2017

Usability Consultant

- Conducted a usability assessment of the DataArts' web application, provided recommendations, and outlined strategies for ongoing assessment and improvement.

Philadelphia, PA

December 2013 – July 2015

Freelance

- Designed posters, flyers, newsletters, programs, and other marketing materials for local non-profits such as Princeton in Africa and The Welcoming Center for New Pennsylvanians.
- Developed websites using the Bootstrap framework as contractor for web marketing company.

THE MEDIA & MARKETING GROUP, Voorhees, NJ

June 2011 – December 2013

Front-End Web Developer

- Managed and deployed daily email marketing campaigns for resorts and casinos to over 100,000 recipients.
- Promoted to project manager role to plan, schedule and execute all stages of email marketing development for largest client; monitored progress to meet deadlines, brand standards, and client expectations.

BRYN MAWR COMMUNICATIONS GROUP, LLC, Wayne, PA

June 2008 – June 2011

Multichannel Marketing Designer

- Designed user-centered web content to enlarge customer base within the healthcare industry; mastered multiple roles in print production, design, email marketing, and website maintenance.

ASSOCIATIONS

BOARD MEMBER, Lower Moyamensing Civic Association, Philadelphia, PA

March 2016 – March 2018

CERTIFICATIONS

Nielsen Norman Group User Experience Certificate #1022886

November 2018