

Hi, I'm Rachel Foy

Design Portfolio: [Rachelfoydesigns.com](https://rachelfoydesigns.com)

Contact: rachelfoydesigns@gmail.com

EXPERIENCE

Azibo — Product Designer

November 2024 – PRESENT

B2B fintech platform offering rental property management tools with 7,000+ landlords nationwide.

- Conducted UX audits using Pendo, identifying key user drop-off points and proposing data-driven UX improvements, increasing engagement.
- Redesigned in-app guides and onboarding experiences, optimizing the flow to increase adoption and reduce friction.
- Led the migration of transactional emails to SendGrid, improving design consistency and readability for better user experience.
- Designed interactive feature education tools to showcase product capabilities, leading to a 7% increase in engagement.
- Developed an intuitive tenant email invite preview, reducing confusion and improving the landlord-to-tenant onboarding experience.
- Created a streamlined lease renewal process, integrating AI-driven tenant summaries to boost landlord confidence in decision-making.

Visual Designer

July 2023

- Led two homepage redesigns, improving layouts and CTAs, resulting in a 10% boost in conversion rates.
- Overhauled the blog page structure, enhancing readability and engagement, increasing traffic by 50%.
- Created marketing materials, website illustrations, and brand visuals, ensuring cohesive brand identity.
- Designed interactive product demos to help users understand key product benefits, increasing retention.

Troo.co — Product Designer

April 2022 – July 2023

Ethical social media platform startup prioritizing user well-being, privacy, and security.

- Designed ethical in-app engagement features like mindful notifications, onboarding flows, and contextual prompts.
- Led usability testing and research to refine user engagement while ensuring privacy-first design.
- Worked cross-functionally to build scalable, accessible design systems for web and mobile.

Rachel Foy Designs — Product Designer

December 2021 – PRESENT

Creative design studio specializing in branding and visual storytelling for small businesses and entrepreneurs.

- Crafted cohesive brand identities, integrating UI systems, user flows, and visual storytelling to elevate small businesses.
- Designed end-to-end digital experiences, blending UX strategy and research-driven insights to enhance engagement and brand impact.

SKILLS & TOOLS

Design & UX:

Wireframing, Prototyping, Visual & UI Design, Design Systems, User Research, A/B Testing, Marketing Design

Research & Analytics:

Competitive Analysis, User Testing, Data-Driven Design

Tools:

Figma, Pendo, Supademo, SendGrid, Loom, Wix, HTML & CSS, ChatGPT, Sora, Canva

Soft Skills:

Cross-Functional Collaboration, Stakeholder Communication, Asynchronous Work, Presentation & Storytelling

AWARDS

[2024 GDUSA Award Winner](#)

Designer at Azibo

2024 Azibo Spotlight Award

Recognized for excellence

2024 Azibo Hackathon

Runner up

EDUCATION

DesignLab

Completed 500+ hours of UX/UI design coursework

Rutgers University

B.A. in History, minor in Psychology
Phi Theta Alpha

VOLUNTEER

DevPost Hackathon: Estee

Laundry Designed an accessible and inclusive mobile app for those with visual impairments

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