

RACHEL DLUGOS

racheldlugos@gmail.com | (203) 218-0039 | www.limerad.com

Passionate design and UX leader with 15+ years experience building products and high-performing research and design teams across various industries, including insurance, finance, fashion, analytics, and publishing. Extensive experience in 0-1 product and feature development, data-heavy interfaces, and remote cross-functional collaboration. Relentlessly focused on creating a data-driven culture, fostering innovation, and improving the quality and impact of design.

EXPERIENCE

Director of Design & UX May 2022 - Present

Pawlicy Advisor, *Series A+B Pet Insurance Marketplace Startup*

- First design hire, tasked with building data-driven product, research, and design capabilities from the ground up.
- Conducted extensive user and competitive research across the U.S. pet insurance industry to define a long-term product strategy that increased annual recurring revenue 70% YoY.
- Created processes and implemented tools for continuous discovery: user testing, monitoring user journeys, gathering customer feedback, tracking product metrics, and sharing insights and outcomes company-wide.
- Collaborated with product and engineering leaders to align priorities, develop product roadmaps, and launch product features and improvements through a series of successful A/B tests that increased quote to sale conversion by 53% in 12 months.
- Drafted the first design system, consolidating UX patterns and styles across multiple channels and 500+ existing site pages, ensuring accessibility and increasing engineering efficiency by 30%.
- Developed B2B and B2B2C tools to partner with veterinary offices and automate personalized pet insurance education at key points in the user journey.
- Crafted board and investor presentations to share business updates and raise additional funding.
- Established career levels, continuing education opportunities, and regular mentoring for product designers, visual designers, and copywriters to support career development and the delivery of high quality, user-centered work.

Design Director August 2017 - April 2022

Ground Signal, *Series C B2B Analytics Startup*

- Led a team of 4 to design and develop a 0-1, blue ocean B2B SaaS web app that enables sales and marketing teams in the alcohol industry to better understand their consumers, find the right accounts, and optimize sales.
- Collaborated with tech and business leads to define the product strategy and business model that took Ground Signal from Series C (post-pivot) to cash-flow positive, achieving 140% YoY growth.
- Created data taxonomies, information architecture, data visualizations, and interactive tools to deliver actionable qualitative and quantitative insights across 1200+ data points not previously available to the alcohol industry.
- Conducted user research and product testing to refine product-market fit.
- Developed project management, documentation, and review processes for a fully remote team.

Senior Experience Designer July 2012 - February 2016

Digitas LBi, *Publicis Groupe Digital Ad Agency*

- Led junior designers, content strategists, copywriters, and developers to create responsive websites, mobile and tablet apps, and interactive experiences.
- Clients include Bank of America, Merrill Edge, Merrill Lynch, U.S. Trust, Bank of America's Private Banking and Investment Group, Sprint, Dunkin Donuts, Puma, and Memorial Sloan Kettering.

Senior Graphic Designer May 2011 - February 2012

Brides Magazine, *Monthly Condé Nast Publication*

- Conceptualized and designed Brides Dressing Room, the first tool to allow users to virtually try on wedding dresses.
- Created editorial, advertorial and promotional pages for Brides print and digital / interactive editions.
- Designed sales presentations, media kits, microsites, event graphics, invitations and signage.

Associate Design Director March 2009 - May 2011

Barnum Design, *Boutique NYC Design Studio*

- Designed web, branding, ecommerce, environmental and packaging for clients including Sherle Wagner, David Kirsch Wellness Company, Irina Sher Skincare, Gimme Shelter, Talalay Global, and RTape.

FREELANCE DESIGN & CONSULTATION

UX / UI / Product: Applight, Hello Alfred, Hereaftr, Merryfield, Protobrand, Simple Circle, Style Me Pretty

Graphic Design: Bon Appétit Magazine, EF Education First, Explorica, Harvard Business Review, Jackrabbit Design, J.Jill, Kingfish Media, Lucky Magazine, Member's First, Nautica, Phillips Exeter Academy, Vogue Magazine, ZinePak

EDUCATION

UX Management Certificate

Nielsen Norman Group

Advanced UX Certificate

New York University

BFA, Graphic Design

Savannah College of Art & Design

SKILLS

A/B Testing, Accessibility, Competitive Research, Cross-Functional Collaboration, Data Visualization, Design & Research Management, Design Systems, Documentation, Information Architecture, Interaction Design, Leadership, Mentoring, Prototyping & Rapid Iteration, Public Speaking, QA, Qualitative & Quantitative Data Analysis, Roadmaps, Service Design, Typography, Usability Testing, User-Centered Design, UX Research, UX Strategy, Wireframes, Workshop Facilitation

SOFTWARE

Acrobat, Axure, Chromatic, ClickUp, Dovetail, Figma, Google Analytics, Illustrator, InDesign, Inspectlet, Jira, Keynote, Linear, Microsoft Office, Mixpanel, Photoshop, Sketch, Storybook, Trello, TryMata, UserTesting

EXTRA CREDIT

Product / UX Design Mentoring, Portfolio Reviews, and Career Counseling

AIGA Boston, Lesley University, Pi'ikū Co. Bootcamp, ThriveHI, University of Hawai'i, UXHI