



Fort Collins, CO 80524 - (303) 619-3982 - rt@raedesign.org

raedesign.org • [linkedin.com/in/rachel-tschanz](https://www.linkedin.com/in/rachel-tschanz)

Versatile web designer with a keen UX eye, blending creativity with technical prowess. Proven track record in crafting stunning, user-friendly media. Passionate about blending aesthetics and functionality to deliver powerful digital experiences.

EXPERIENCE

Web/Graphic Designer, Madwire, Fort Collins, CO

10/2017 - 11/2023

- o Tenured member of creative team at a fast-paced agency that specializes in empowering small businesses with digital marketing
- o Crafted all forms of digital design using Adobe CC and Canva, and implemented them on a variety of platforms, including Wordpress and Websites360
- o Cultivated expertise across multiple website builders, including Webflow, Elementor, Divi, Wix, Shopify, Squarespace, etc
- o Adapted swiftly to evolving processes, transitioning smoothly between platforms and strategies as agency underwent changes frequently
- o Executed high-quality, user-centric digital media (websites, social media, infographics) within stringent timelines, usually with same-day turnaround
- o Recognized in multiple department meetings
- o Demonstrated proficiency in a diverse array of design styles suitable for a variety of industries, spanning construction firms to accounting agencies

Lead Web Developer, Brighter Vision, Louisville, CO

7/2015 - 8/2017

- o Founding member of the design team at a successful startup that specialized in building and marketing websites for mental health professionals
- o Voted MVP in 2017
- o Wore multiple hats, handling project management, back-end work of deploying sites live, SEO, and more
- o Led the onboarding and training of new team members
- o Spearheaded the growth of the company's websites from 200 to 1500 during my tenure and played a key role in lowering the cancellation rate
- o Navigated client relationships with a blend of emotional intelligence and professionalism, providing guidance on website design and business marketing

EDUCATION

Certificate of Multimedia Web, Web Page, Digital/Multimedia and Information Resources Design, Front Range Community College, Westminster CO

2015

Bachelor of Arts (B.A.), Painting, Colorado State University, Fort Collins CO

2012

Adobe Suite • Figma • Wireframing • Prototyping • HTML/CSS/JS

Team Player • Effective Communicator • Cross-team Collaborator • Proficient Multitasker
Well-organized • Adaptable • Positive Mindset • Detail-oriented • Resourceful • Flexible
Master Googler • Empathetic • Friendly