

RACHELLENIDRA SOMMA

VISUAL + UX DESIGNER

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EDUCATION

Virginia Commonwealth University, Richmond, VA

BFA in Communication Art & Design 2006

General Assembly: User Experience Design 2014

Focus: Visual + UX Design

Specialization: Photography + Videography

PROGRAMS

InDesign, Illustrator, Photoshop, Premiere, Sketch, Invision, Zeplin, Brackets, Microsoft Office.

SKILLS

UX/UI Design, User Testing & Flows, Wireframing & Prototyping, Web & Mobile Design, Basic HTML, Print Design, Branding, Packaging, Video Editing, Photo Retouching, On Press Supervision & Production.

EXHIBITIONS

Location 1 Gallery, *Phosphene Variations*, Assisted Artist (Interactive Archival Performance Holography), Fall 2012

3rd Ward Gallery, Assisted Photographer, April 2007

Brooklyn Film Festival, *Umbilical Severance*, October 2004

Sundance Channel - Aired *Umbilical Severance*, Summer 2003

Anderson Gallery, Richmond, VA, May 2003

PROFESSIONAL EXPERIENCE

Cake & Arrow, New York, NY | 02.17 – 05.18

Freelance Visual + UX Designer

Work with a team to design the first direct-to-consumer, all digital product for MetLife Auto + Home insurance for both consumer and agent views along with making it responsive for tablet and mobile. The goal was to create a digital product and portal that lets users quote, purchase and manage their custom insurance online without speaking to a representative.

Bayard Advertising, New York, NY | 11.10 – 12.16

Visual + UX Designer

Managed a team of designers and developers across print and digital platforms. Head designer for all branding creative for Pfizer including all aspects of print, web, UX and launched a 150 page internal Learning Portal site in 8 languages. Also, head designer for Nielsen Learning Portal site, including fully interactive features and 3D animation.

Under Construction Series, Park Ave Armory, New York, NY | 2014

UX Designer

Managed and designed the user experience for four separate interactive room installations. Was in charge of audience directional flow, installation layout to maximize audience participation, and interface design for installations.

Jack Morton, New York, NY | 01.10 – 05.10

Graphic Designer

Collaborated with a design team to create a print style guide for 30 pieces of collateral to fit with Holiday Inn and Holiday Inn Express rebranding campaign. Supported creative team by keeping them on track with rebranding guidelines and coordinated communication between the team and clients.

O&J Design, Inc., New York, NY | 09.06 – 08.08

Junior Designer

Design, concept exploration and studio/project management for a small design firm. Projects encompassed all areas of print and digital media such as, websites and identity systems/branding for clients including: Gap Inc., Tempur-Pedic, South Beach Diet, Kohlberg Kravis Roberts & Co., The Pepsi Bottling Group, Duracell, New York University and University of Pennsylvania - School of Medicine.

Additional Freelance, New York, NY | 05.05 – Present

Projects encompass: logo and identity systems, websites, apps, wireframing, prototyping, package design, creation of promotional material, and media kits. Some clients include:

Diaz Gill Medicina Laboratorial Wireframed/rebranded a website for a medical laboratory in Paraguay. Included a client facing dashboard for patients to review results and request labs. Also allowed access for physicians to post and follow up.

LifeCapsule Wireframed/prototyped and branded a user interface for a product that is a digital storage space for one's life. It encompassed interactive tools, customization of sections and upload abilities.

References available upon request.