

# Rachel He

## designer!

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### Summary

Hello! My name is Rachel and I'm a Senior studying Cognitive Science. I'm driven by a passion for learning and mentorship, social impact, and good design.

### Education

UNIVERSITY OF  
CALIFORNIA, BERKELEY  
MAY 2021

Intended BA's in Cognitive  
Science  
GPA: 3.85

### Skills

#### Design

Figma, Sketch, Invision,  
Principle, Adobe XD, Zeplin,  
Adobe CC (Illustrator,  
Photoshop, InDesign,  
Lightroom, AfterEffects)

#### Programming

HTML/CSS, Python, Java,  
JavaScript, React, SQL

### Work

**TINDER • PRODUCT DESIGN INTERN**  
MAY 2020 - CURRENT

- Ideated, designed, and shipped Tinder's web and mobile voter engagement initiative for the 2020 general election, defining user experience and flows as well as establishing the visuals and branding of the project, with the goal of empowering U.S. members to leverage their civic duty.
- Designing on the Citizenship team to create products that encourage users to engage in social causes and create an impact in their communities.

**23ANDME • DESIGN INTERN**  
MAY 2019 - AUG 2019

- Worked with DNA Studios, the in-house design team at 23andMe to create collateral for the company's web page, social media, and other channels.
- Performed an audit of company brand practices and systematized them for future use by building a style-guide site.

### Leadership

**BLUEPRINT • PRODUCT DESIGNER**  
JAN 2019 - PRESENT

- Oversaw design practices at Blueprint, a student organization that works to create accessible and pro-bono software tools for nonprofits.
- Worked to further the organization's identity by creating content and visual guides, as well as onboarding new Blueprint chapters to ensure that their marketing was consistent and true to our mission.
- Collaborated with student developers to ensure that their projects were designed to be user-friendly as well as visually appealing.

**INNOVATIVE DESIGN • PRESIDENT**  
MAY 2018 - PRESENT

- Managed 120 members of Innovative Design, UC Berkeley's student-run design agency, and oversaw the organization's mission of providing pro-bono design education and services to the campus community.
- Aided in initiatives throughout the semester to continue to make design education more accessible to students, such as expanding our club member taught Intro to AI and PS classes to accept more students.

