

# PORTFOLIO

**rachel ink.**  
**2014 - 2023**

# ARTISTS & FLEAS

**COMPANY** Retail marketplace brand with locations in NYC and LA that brings together artists, makers and collectors into a single shopping experience

**WORK** Designed and built website; led discovery, persona and branding brainstorm; collaborated on marketing efforts and photo shoots

**THE SPOOKY BOUTIQUE**


**BRAND** Distinct, curated vintage

**CUSTOMER** Usually Euros in the fashion industry, educated shopper — ladies, some men, my look is more lady, more mature, geared towards a collector, going for intimate cuts, prints.

**DIGITAL**  
Does not sell online

**ETHICS**  
Product needs to be touched, held, smelled, felt.

"I think that people here have a story to tell. Part of their story is their craft... People are really connected with what they're making. And that's



## ONLINE LANDSCAPE

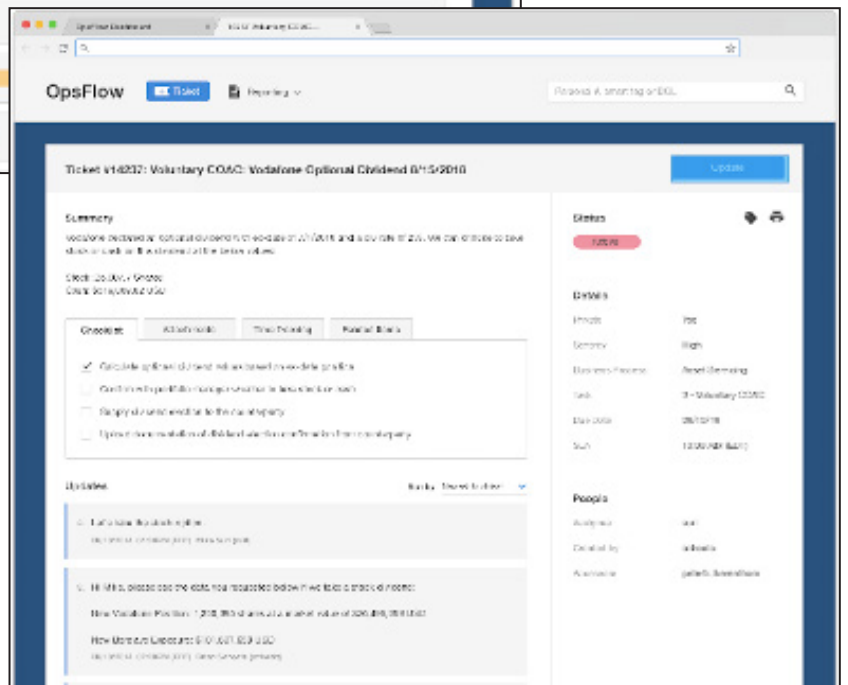
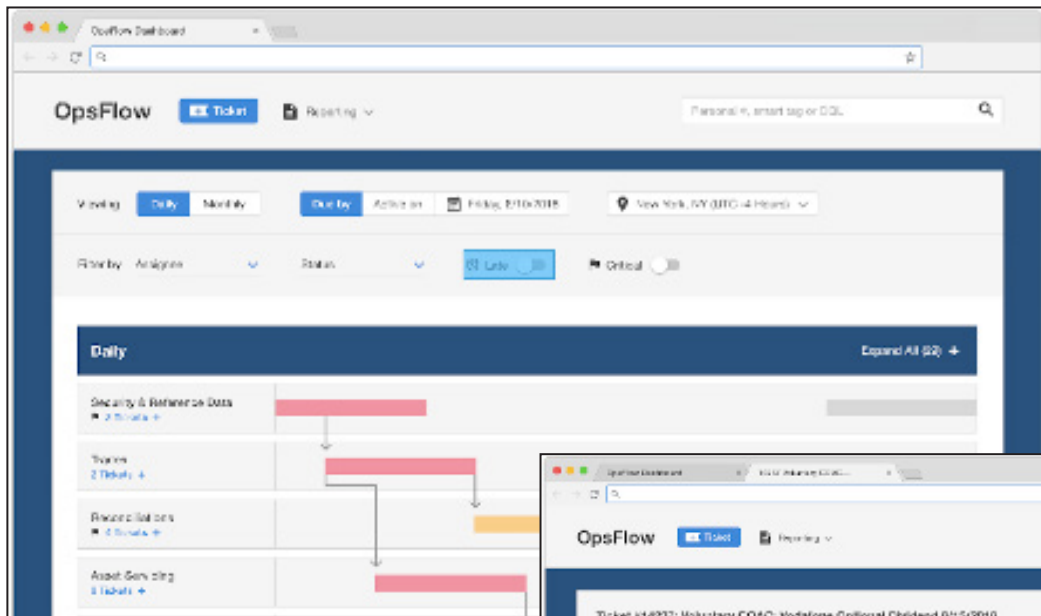


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COMPANY Global investment and technology firm

WORK Designed and prototyped flow for a ticketing service tool that captures employees' daily tasks and allows managers to review progress through a dashboard interface





COMPANY Advertising and predictive intelligence platform for the travel industry and beyond

WORK Drafted wireframes for airfare cross-sell on travel websites; developed hiring criteria, vetted and interviewed candidates for new Director of UX position

**Option 16 4-Tier: UTB + Layer, Flag + In-Line**  
PROS Four advertiser gradient options  
CONS Adds too much ink to publisher card

**Option 17 Expand on Hover**  
PROS Allows for advertiser messaging  
CONS Potentially distracting

**Option 1 Default**  
PROS Having placement hierarchy  
CONS Differential price treatment creates more to decipher for the user

**Option 2 Cover Flow**  
PROS Clear text advertiser with pairs of content, all advertisers exposed  
CONS Clicking left or right de-emphasizes hotel and subsequent product, more interaction that may be unfamiliar in the context

**Option 3 In-Line Horizontal**  
PROS Left and right space for each treatment type, logo and text only  
CONS May not vary enough from existing in-line treatment

**Option 4 Three-Tiered**  
PROS Lead ad with copy, middle tier with logo, third tier text only  
CONS Too much variation in treatment

**Option 5 UTB + In-Line**  
PROS Clean, conventional layout, secondary and tertiary spots  
CONS Non-configuration of placement makes comparison harder for user

**round 1**  
1/29/15

# LOUDER

COMPANY Interactive design, development and branding firm

WORK Redesigned triple play package pages for Cox Communications website





COMPANY Start-up company focused on increasing meeting productivity, business communications, and team collaboration

WORK Concepted and designed online utility tool to help organizations and companies set, track and meet project goals

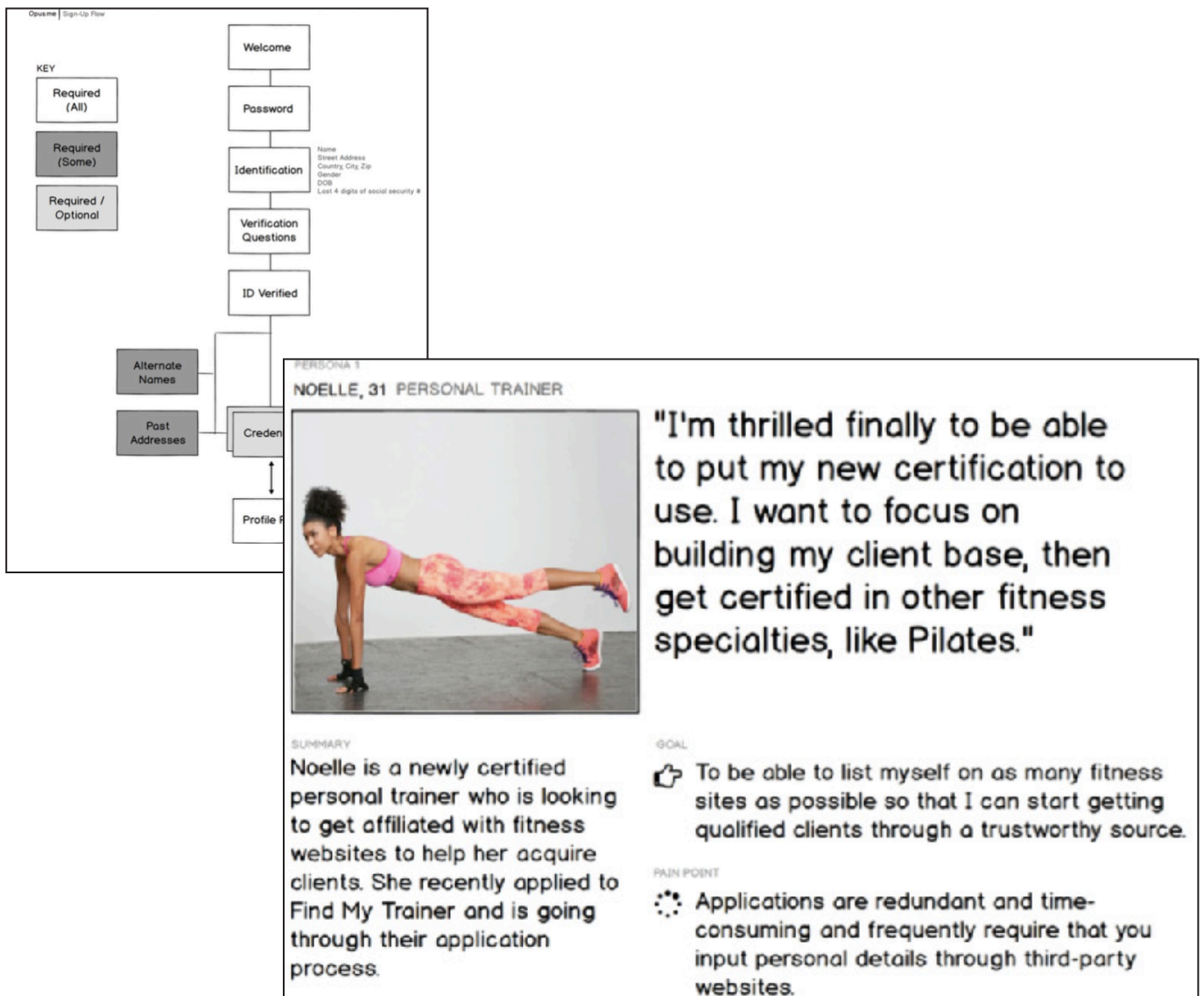
The screenshot displays the Meeteor web application interface, which is designed for project management and team collaboration. The interface is organized into several key sections:

- Header:** Shows the user's name "Starting\*" and a "Log Out" button.
- Navigation:** A sidebar on the left contains icons for "My Work", "MEETINGS", "TO DO", "DECISIONS", "LEARNINGS", "DOCUMENTS", "INFO", and "CHARTER".
- Decisions Section:** A central panel titled "Decisions" allows users to record decisions and rationales. It includes a form with fields for "Decision" (with a placeholder "Type here to add a decision" and an "ADD DECISION" button), "Rationale" (with a placeholder "Explain the reasoning behind the decision"), and "Channel" (with a dropdown menu "Choose a Channel").
- Project Management:** A "New Community Garden" project card is visible, showing a list of team members and a "NOTIFICATIONS" section with options for "Weekly" and "Monday".
- Updates Section:** A "TEAM ACTIVITY" sidebar lists recent actions such as "Assumption #3 modified", "New document added", "Milestone #3 completed", "To Do (Milestone #3) modified", "To Do (Milestone #3) date changed", and "added to project".
- Learning and Implication:** A "LEARNING" and "IMPLICATION" section provides a structured way to capture insights from meetings, with text input fields and an "ADD UPDATE" button.
- Activity Stream:** A central "UPDATES" stream shows a timeline of events, including "Reached initial goal of 10k on Kickstarter" and "Board member is making a celebratory cake, so we don't need desert from caterer".
- Help/FAQ:** A yellow sidebar on the right contains "Updates" and a list of numbered instructions: "1. Updates can be filtered by All, My, Done, Flagged", "2. Updates always appear in order of most to least recent", "3. Message appears in Updates bar when one is due/overdue", and "4. Items in the Activity Stream link to their respective Project section pages with the exposed or anchored to".



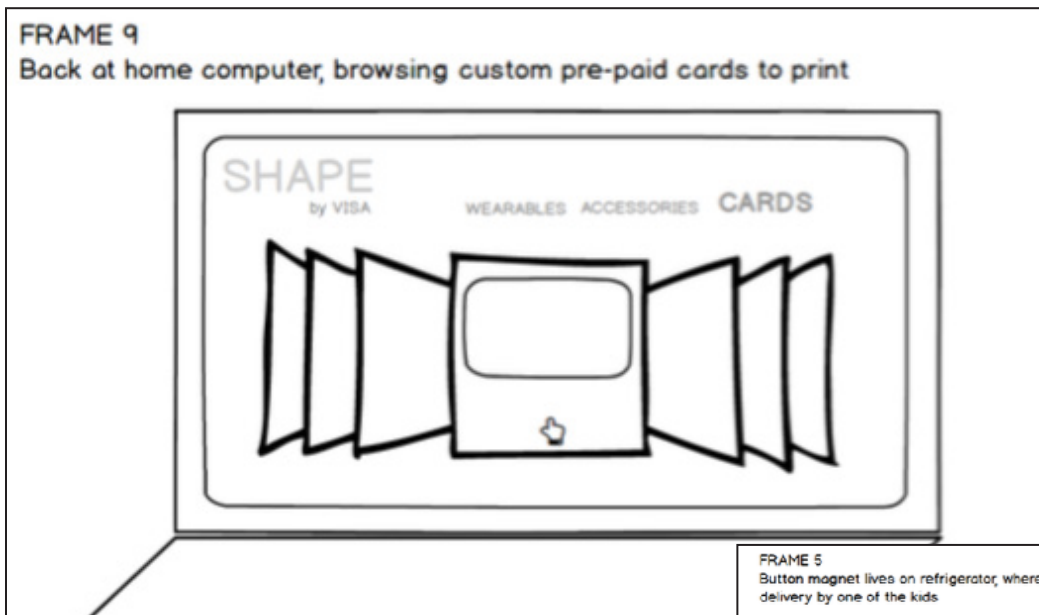
**COMPANY** Start-up business and database that conducted background checks for independent contractors and professionals

**WORK** Concepted and designed the sign-up/application flow for new users



COMPANY Interactive design lab for media and product technology

WORK Concepted and designed ideas for new Visa Moments product pitch







COMPANY Insurance technology start-up working to revolutionize the way independent insurance agents interact with small businesses and carriers

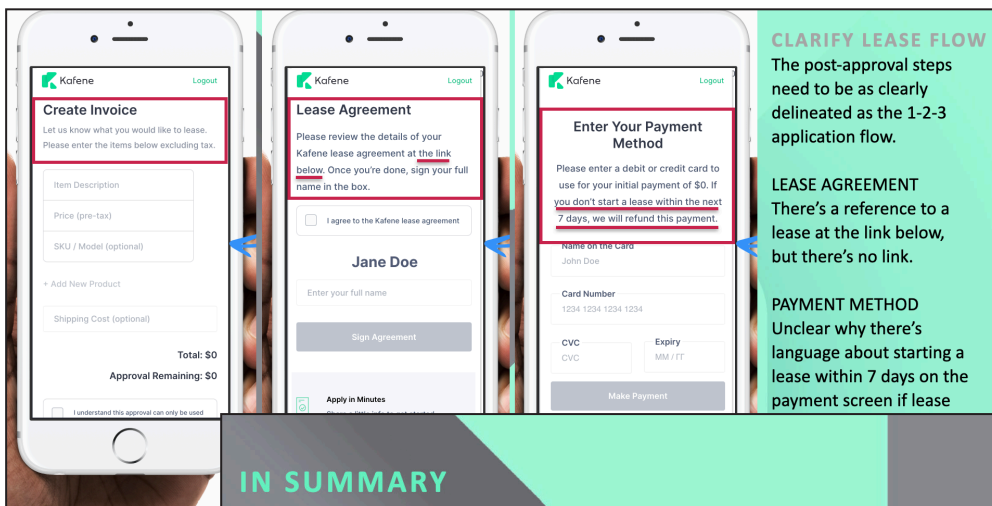
WORK Concepted, designed and branded new B2B tool to streamline how agents apply for, quote and bind commercial insurance policies





COMPANY Web and app-based lease-to-own platform that swiftly underwrites, approves and enables payment for medium-sized purchases

WORK Completed customer experience audit to identify areas for improvement, capture industry best practices and outline recommendations



### IN SUMMARY

To gain traction in a market crowded with financing alternatives, Kafene needs to elevate its customer experience to the next level by executing on the following principles:

#### PRINCIPLE 1

Establish trust

#### PRINCIPLE 2

Be efficient, inclusive + friendly

#### PRINCIPLE 3

Educate them

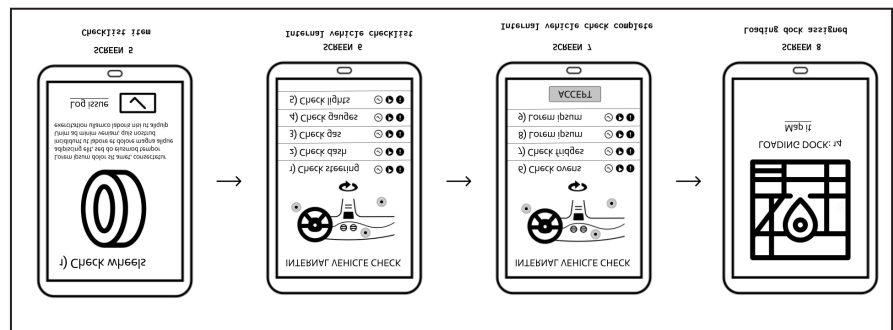
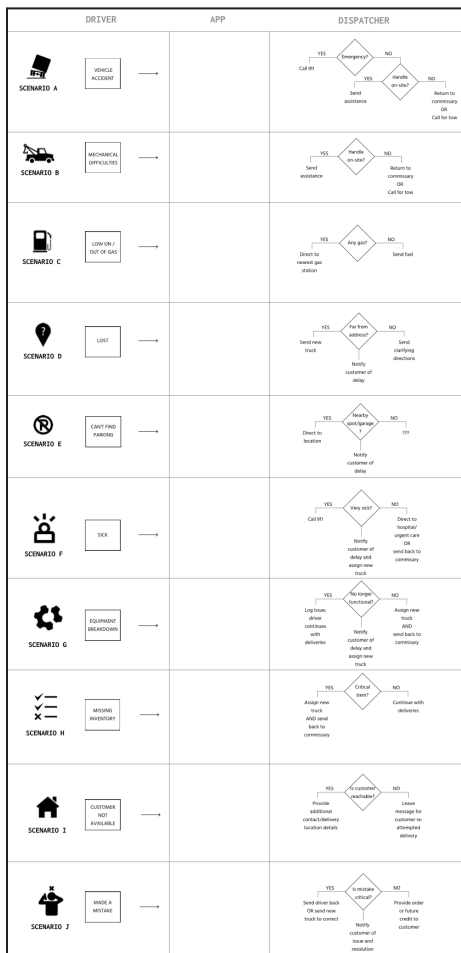
#### PRINCIPLE 4

Differentiate the Kafene brand



# COMPANY Mobile meal delivery app based on celebrated chef recipes and popular cuisines

## WORK Concepted and designed workflow and UX for vehicle drivers and chef tasks



ESTIMATED TIME: 20:00 BEGIN

### Order Overview

ITEMS	E	C	MT	CS	APPLIANCES	PACKAGING
<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="border: 1px solid gray; width: 40px; height: 40px; margin-right: 10px;"></div> <div> <p><b>Eggplant Lasagna</b> Additions: Extra sauce</p> <p style="text-align: right; border: 1px solid gray; border-radius: 50%; padding: 2px 5px;">14 minutes</p> </div> </div> <div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="border: 1px solid gray; width: 40px; height: 40px; margin-right: 10px;"></div> <div> <p><b>Cavatelli with Sausage</b> Additions: Extra sausage</p> <p style="text-align: right; border: 1px solid gray; border-radius: 50%; padding: 2px 5px;">11 minutes</p> </div> </div> <div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="border: 1px solid gray; width: 40px; height: 40px; margin-right: 10px;"></div> <div> <p><b>Mozzarella &amp; Tomato Sandwich</b> Subtractions: Tomato</p> <p style="text-align: right; border: 1px solid gray; border-radius: 50%; padding: 2px 5px;">3 minutes</p> </div> </div> <div style="display: flex; align-items: center;"> <div style="border: 1px solid gray; width: 40px; height: 40px; margin-right: 10px;"></div> <div> <p><b>Caesar Salad</b></p> <p style="text-align: right; border: 1px solid gray; border-radius: 50%; padding: 2px 5px;">3 minutes</p> </div> </div>	14 minutes	11 minutes	3 minutes	3 minutes	<p><b>Turbo Chef</b> (x2)</p> <p><b>Sous Vide</b></p>	<p><b>Carton A</b>   <b>Carton C (x3)</b></p> <p><b>Bag A</b></p>
KITCHENWARE					NOTES	
<p><b>Skillet</b>   <b>Mixing Bowl</b>   <b>Tongs</b>   <b>Mit</b></p>					<p><i>Please feel free to spare the napkins and plastic cutlery. Thanks!</i></p>	