RACHEL E. MILLMAN

Product Designer

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EXPERIENCE

Product Designer, Payments | Bonterra   *July 2022 - January 2025*

Impact

- Led UX efforts across the 3 Payments scrum teams for Bonterra's digital fundraising products, NGP VAN and EveryAction
  - Fostered proactive collaboration with product, engineering, and stakeholders to develop accessible solutions for both clients and their donors
  - Streamlined the core donation form builder experience by **reducing steps to publish a form by over 40%**, easing friction and enhancing workflow efficiency
- Drove continuous user research initiatives to validate product direction and inform the design of impactful, user-centered solutions
  - Conducted a series of A/B tests to optimize performance of donation forms, resulting in an **increase of over 20% in amount raised per form load**
  - Developed scalable, reusable templates to standardize research and synthesis processes, ensuring consistent and actionable insights
- Designed ambitious solutions to known user challenges that inspired product direction and improved alignment of business and user needs
  - Proposed AI-powered, guided flows to product leadership after thorough research and validation to support its inclusion into the product

Key Projects

- Spearheaded the development and release of a freemium offering positioned below our existing entry-level pricing model, **significantly broadening our user base and positioning the company for long-term growth** in grassroots fundraising
- Played a key role in launching an integrated payments solution developed via strategic partnership with Stripe, **delivering significant cost savings and boosting client retention** by showcasing a fully integrated platform

Product Designer | Gardenstead   *April 2022 - June 2022*

Impact

- Crafted innovative, scalable solutions to monetize the company's free offering and convert existing users into paid subscribers, driving new growth opportunities
- Partnered directly with company founders and key stakeholders to define business goals and shape product vision using data-driven user insights

- Conducted two rounds of discovery interviews and subsequent usability testing to gather actionable insights that directly informed product strategy and development

Key Projects
- Led a comprehensive brand and color scheme overhaul, paving the way for **full web accessibility (WCAG 2.2) compliance** and enhancing usability for all users
- Designed a quiz to tailor users' experiences based on individual goals, **driving deeper engagement and satisfaction** with the product

SKILLS

Accessibility, Wireframing, Prototyping, Data visualization, User flows, UI design, Human-centered design, Information architecture, Heuristic analysis, User research, Survey, Usability testing, Concept testing, Stakeholder management

TOOLS

Figma, Ballpark, User Interviews, Miro, Pendo, Sketch, Condens, Typeform, Trello, Notion, Confluence, Jira

EDUCATION

UX Design Certification | Springboard   *September 2021 - May 2022*
9-month intensive course in UX methodologies that facilitates mastery of skills in information architecture, persuasive and anticipatory design, sketching and wireframing, prototyping and testing, interaction design, data visualization, and product lifecycle

B.A. in Spanish Language & Literature | Virginia Tech   *August 2014 - May 2018*
Comprehensive study of the Spanish language and Spanish-speaking world with emphasis on research, writing and creative skills, and analytical thought