

RACHEL NELSON REUST

PRODUCT DESIGNER | COMPLEX WORKFLOWS, SYSTEMS & DECISION SUPPORT

rachelreust@gmail.com | (850) 585-1974 | [Portfolio](#) | [LinkedIn](#) | Northern Virginia / Washington, DC (relocating Nov 2026)

Product designer with 3+ years leading end-to-end UX/UI for connected web and mobile software used across frontline, supervisory, and executive workflows. Turns complex operations, data relationships, permissions, and decision points into clear, buildable interfaces. Brings 10+ years of marketing and communications leadership, strong research synthesis, stakeholder communication, and hands-on front-end fluency.

PRODUCT DESIGN EXPERIENCE

UX/UI Lead Designer March 2021 – October 2024

PROJECT90 | Remote | Pensacola, FL

- Led end-to-end product design for a connected case management platform spanning a mobile field app, supervisor operations portal, and executive reporting dashboard.
- Mapped workflows, object relationships, handoffs, role-based permissions, and operational risk across cases, clients, staff, approvals, billing, and reporting to define product structure and MVP scope.
- Conducted and synthesized 25 case manager interviews and 15 executive interviews, translating findings into information architecture, user flows, wireframes, prototypes, and reusable interface patterns.
- Designed a responsive supervisor portal around exception handling and decision context, including documentation review, workload oversight, approvals, status patterns, notifications, and audit history.
- Designed mobile workflows for high-frequency field tasks including client context, talk-to-text notes, tasks, progress tracking, and flexible phase-based case planning.
- Created a chart-led reporting dashboard with KPI hierarchy, program performance, funding visibility, outcomes, staff activity, filters, and drill-down reporting.
- Partnered with one product manager and two engineers to assess feasibility, iterate through stakeholder and focus-group feedback, and deliver an internally tested MVP; broader launch paused after program funding ended.

MARKETING & COMMUNICATIONS LEADERSHIP

Director of Marketing | Marketing Specialist | Digital Communications Strategist 2013 – 2021

90WORKS | Pensacola, FL / Remote

- Progressed through leadership roles directing digital strategy, web, brand, campaigns, content, and stakeholder communications for nonprofit programs serving veterans and families.
- Translated complex program outcomes, funding requirements, and service data into clear communications for leadership, funders, partners, clients, and the public.
- Managed cross-functional initiatives from strategy through launch, using audience research, analytics, and iterative testing to improve digital experiences and organizational reach.

MILITARY SPOUSE OVERSEAS RELOCATION

U.S. Military Spouse 2024 – Present

Iwakuni, Japan

- Relocated to Japan in support of spouse's active-duty U.S. Navy assignment, creating a planned pause from U.S.-based employment. Continued product design development through case-study refinement, hand-coded front-end portfolio work, and preparation for a November 2026 return to Northern Virginia.

CORE CAPABILITIES

Product Design: Workflow and systems design, interaction design, information architecture, responsive web and mobile UI, prototyping, visual hierarchy

Research & Strategy: User interviews, workflow discovery, usability testing, research synthesis, MVP prioritization, data visualization

Complex Systems: Object and domain modeling, role-based permissions, operational handoffs, exception states, audit history, decision support

Collaboration: Engineering partnership, product strategy, stakeholder alignment, design critique, agile delivery, executive communication

Tools: Figma, FigJam, HTML, CSS, JavaScript, GitHub, Adobe Creative Suite

EDUCATION & CREDENTIALS

UI/UX Certificate: George Washington University

B.F.A., Advertising: William Carey University

Additional credentials: Certified ScrumMaster (Certificate in progress) | Google Project Management (Certificate in progress)