

DESIGN DIRECTOR

Rachel N. Johnson

Strategic Design Director with 10+ years of experience scaling product design teams and driving revenue through UX innovation. Expert in operationalizing design systems, leading transatlantic teams, and integrating AI tools (ChatGPT/DALL-E) to accelerate speed-to-market. Proven track record of reducing costs through workflow optimization and generating incremental revenue through rapid product prototyping. Adept at bridging the gap between creative vision, engineering execution, and executive business goals.

WORK EXPERIENCE

MINTEL | Director of Product Design | 2018 - 2025

Built a new transatlantic team of UX and UI specialists, establishing new processes and standards of modern design implementation. Led broad organizational change which resulted in multiple new frontend development teams, redesigning legacy products on a mass scale, while continuously launching commercially successful new products both nationally & globally.

- **AI Innovation & Revenue Growth:** Collaborated with engineering to integrate ChatGPT and DALL-E, releasing a beta solution in 3 months that generated \$200k in incremental revenue in Month 1.
- **Operational Efficiency (Project Lead Initiative, 2024):** Led a 6-month "Design Modernization" initiative that streamlined workflows and optimized resource allocation, resulting in £200k+ in fiscal savings (exceeding targets).
- **Team Scaling & Investment:** Established a robust design practice that demonstrated significant ROI, leading to a 2x increase in department investment in 2021.
- **Design Systems:** Revolutionized global development by implementing a modern, accessible design system that standardized UI components across internal and client-facing products.
- **Talent Development:** Created new career ladders and development opportunities for junior designers, expanding the team into emerging markets and improving retention.

MINTEL COMPEREMEDIA | UX Manager | 2017 - 2018

Led the development and launch of a new UX department for a company with limited design maturity, while also leading the research, design, and experience launch of a groundbreaking multi-channel marketing data analysis tool for the financial services industry.

- **Department Development:** Built the UX department from the ground up for both the Mintel and Comperemedia divisions of the business, hiring and mentoring a high-performing team of specialists.
- **Product Launch:** Led the research and design for a multi-channel marketing data analysis tool, successfully launching to financial and telecom markets.
- **Established Processes:** Championed the value of user-centered design across the organization, fostering collaboration between design, engineering, and business stakeholders.
- **Modernized:** Spearheaded the redesign of a legacy product suite, improving usability, user satisfaction, and NPS.

PLUM TREE GROUP | Lead UX & Research Strategist | 2013 - 2016

As a founding member and lead of Plum Tree's RIO (*Research, Innovation, and Optimization*) team: collected extensive research for clients, crafted digital strategies on- and off-product, performed ongoing optimization testing; as well as onboarding, training, and managing a cross-functional team of analysts and designers.

- **Strategy at Scale:** Consulted on site strategy for 100+ lead generation and eCommerce websites, blending UX/IA, data analysis, consumer insights, social media strategy, and SEO.
- **Practice Leadership:** Developed UX products, processes, and deliverable stacks that directly led to increased agency revenue.

CONTACT

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EDUCATION

Loyola University Chicago

B.B.A. in Marketing, Honors Program (minors: International Business, Philosophy)

SKILLS

- Global team development, management, and mentorship (DesOps)
- Cross-functional leadership and change management
- User analysis, profiling, mapping, & insight integration
- Product strategy, UX design, UI direction, accessibility
- AI integration
- Agile / Scrum methodologies
- Usability testing, quantitative analytic analysis
- Design system development & ongoing evolution
- Project management & agile development

TOOLS

Figma • Miro • Sketch • Jira • GenAI • Zeplin • Maze • Mixpanel • ChatGPT • Google Analytics

INTERESTS

Falling down MasterClass rabbit holes

Competitive sailing, rock climbing, snowboarding, hiking, marathon training runs with my dog (a rescue lab named Olivia Benson)

Travel (34 countries & 35 states down, a whole world still to see!)