

# Rachel Molloy

Baltimore, MD | 410-937-3156 | [molloyra15@gmail.com](mailto:molloyra15@gmail.com) | [rachelmolloycreative.com](http://rachelmolloycreative.com)



Eager professional, existing Exelon full-time employee, and Sr. UX/UI Designer candidate passionate about creating meaningful user experiences and connecting user needs with key business objectives through thoughtful design solutions and systems. Highly self-motivated and determined with strong organization and excellent oral and written communication skills. Demonstrated leadership and teamwork abilities with strengths in transforming, optimizing, and connecting experiences to drive business results.

## Experience

### Exelon – Baltimore, MD

UX/UI Designer

January 2022 – Present

- Solves business problems and wins the hearts of Exelon’s customers by applying proven Experience Design methods to craft inclusive and connected experiences
- Promotes buy-in of business solutions by facilitating collaboration across teams and stakeholders to drive adoption of change
- Optimizes processes by divulging early insights, iteration, and systems to reduce effort, rework, and cost to the business
- Plans and executes discoveries, conducts user research, leverages new learnings to iterate on ideas, and produces effective solutions that meet user needs while adhering to design systems, accessibility standards, and industry best practices
- Actively influences the creation of digital products with a human-centered design approach for millions of Exelon's customers by making a direct impact on customers' digital experiences as they incur power outages

### Systems Alliance, Inc. – Hunt Valley, MD

UX Designer

July 2019 – January 2022

- Extensive portfolio of work for higher education, medical, association, and non-profit clients that includes user needs analysis and research, accessibility reviews, strategy, user experience best practices, information architecture, wireframing, visual design and branding
- Strategize and design elements and features within SAI’s employee performance platform, Acadia, to enhance our clients’ user experiences and meet their needs
- Engage with clients to define requirements and objectives to achieve the best possible user experience
- Prepare and present both work products and final deliverables to internal management and clients

Design Intern

May 2018 – June 2019

- Layout and design whitepapers for current and future clients’ learning purposes
- Compose, design and publish case studies on SAI Digital’s website to showcase their success and expertise
- Design proposal presentations for digital team’s use in acquiring new clients

## Education

Loyola University Maryland – Baltimore, MD  
Professional’s MBA Candidate

Present

Loyola University Maryland – Baltimore, MD  
Bachelor of Arts, Summa Cum Laude  
Communications and Marketing

May 2019

## Professional Certifications

Verified Certificate for Intro. to Web Accessibility; edX, 2023  
Platform Essentials; UserZoom, 2023  
Advanced Certification; UserZoom, 2023  
Enterprise Design Thinking Practitioner; IBM, 2022  
UX Design; Cornell University, 2022

## Professional Awards

BGE Wow! Customer Experience Award; Exelon, 2023  
Circle of Excellence; SAI 2020

## Volunteer Organizations

The Ulman Foundation  
Make Studio Baltimore  
Break a Difference  
The Cavanagh House

## Technical Skills

User Experience Design  
UX/UI Design  
Product Design  
Service Design  
User Research  
Design Systems  
Design Thinking