

RACHEL MOLLOY

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Expertise leading enterprise experience strategy, AI-enabled transformation, and customer and employee experience innovation. Recognized for influencing organizational direction through human-centered design, building strategic partnerships across business and technology functions, and driving initiatives that deliver measurable value for employees and the enterprise. Combines deep design expertise with systems thinking, stakeholder leadership, and team development to scale impact across organizations.

EXPERIENCE	Exelon - Baltimore, MD Senior Experience Designer December 2024 - Present Shape enterprise experience strategy by leading high-impact initiatives across customer and employee experience, workforce transformation, and AI innovation. Build strategic partnerships, guide cross-functional teams, and drive human-centered solutions that deliver measurable organizational value. UX/UI Designer January 2022 - December 2024 Led user research, experience design, and cross-functional collaboration efforts to deliver impactful employee experience solutions. Partnered with stakeholders to identify opportunities, validate concepts, and create scalable experiences that advanced organizational goals while strengthening the adoption of human-centered design practices. Acadia Software (SAI Digital) - Hunt Valley, MD UX Designer July 2019 - January 2022 Designed end-to-end digital experiences for higher education, healthcare, association, and nonprofit organizations, leading user research, UX strategy, accessibility reviews, information architecture, and visual design. Collaborated with clients and stakeholders to translate business goals into intuitive user-centered solutions and effectively communicate design recommendations and outcomes. Design Intern May 2018 - June 2019 Created whitepapers, case studies, and proposal presentations that strengthened client engagement, highlighted organizational expertise, and supported business development efforts through clear, compelling visual communication.
SKILLS	User Experience Design, Service Design, User Research, Design Systems, Design Thinking, Accessibility, AI-Assisted Design & Development
EDUCATION	Loyola University Maryland - Baltimore, MD Master of Business Administration January 2027 Management Concentration Bachelor of Arts May 2019 Communications Major, Marketing Minor
CERTIFICATIONS	edX Verified Certificate for Intro. to Web Accessibility2023 UserZoom Platform Essentials2023 UserZoom Advanced Certification2023 IBM Enterprise Design Thinking Practitioner2022 UX Design - Cornell University2022
AWARDS	BGE Wow! Customer Experience Award2023 SAI Circle of Excellence2020
VOLUNTEERISM	The Ulman Foundation - Baltimore, MD Young Adult Board Member February 2026 - Present