

Rhea Palicha | UX Designer

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832.640.7152 | Austin, TX

Experience

Catchafire | UX Designer (Volunteer)

JUN 2019 – AUG 2022

Consulted with 8 non-profits to audit current web experiences and provide recommendations based on user needs and business challenges.

Contributed ~\$28.2K in project/non-profit savings

IBM | Social Media Strategist (Cloud & Infrastructure)

NOV 2016 - SEP 2021, MAR 2023- PRESENT

Designing user-centric social strategies for priority moments across key channels (273K followers) in order to engage our target audiences

Doremus | UX Designer & Sr. Social Media Strategist

MAR 2022 - OCT 2022

Led the redesign for Autodesk's newly launched landing page, resulting in a 10% increase in demo signups

Researched and developed personas for clients, resulting in engagement strategies based on client objectives.

Leadership & Projects

IBM Service Corp | Team Lead (Volunteer)

AUG 2024 - PRESENT

Leading a team of 15 people, while utilizing Enterprise Design Thinking to develop a prototype of an AI + Marketing curriculum that non-profit organizations can leverage as they execute their own strategies

My SideKick | UX Designer

JUN 2024- PRESENT

Identifying UX issues and proposing design recommendations via wireframing for campus safety app, MySideKick

IBM UXR Patent Group | Team Lead & UX Designer

MAR 2024 - PRESENT

Leading future tech patent creation on a team of 5 with a focus on how AI can help UX Researchers' pain points through research, ideation, and journey mapping

IBM Spark Design Festival | UX Designer

SEP 2023

Collaborated with a team of Designers and Researchers to design an AI solution that can detect misinformation at IBM's internal hackathon, and won 3rd place in the IBM Spark Design Festival

IBM User Insights Hub | UX Designer

JULY 2023 - AUG 2023

Redesigned and prototyped an experience for the IBM User Insights Hub, impacting IBM Researchers, where they could effectively share insights, track impact, and learn from research

Education

University of Texas at San Antonio

2011-2015

Marketing + Finance

Google UX Design Professional

2023

Certifications

IBM Practitioner and Co Creator
Badge

2023

General Assembly UX

2020

Try Design Lab (UI)

2020

Skills

Figma · User Research · Journey Mapping
· Personas · Sketching · Wireframing ·
Persona Development · Enterprise Design
Thinking · Prototyping