

# Rae Harris

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## EDUCATION

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### Columbia University

New York, NY

*Bachelor of Arts in Design, Latin Honors 2023*

3.8/4.0

Senior Class President, Resident Advisor 21-22, Class Vice President 20-21, Orientation Leader 20-22

## EXPERIENCE

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### Product Designer

June 2023 – Present

*Immerse VR (Contract)*

(Remote) Irvine, CA

- Led the design and implementation of virtual reality and web experiences that improved user retention rates, ensuring a seamless cross-platform user interface.
- Demonstrated adaptability and leadership by managing design tasks and meeting project deadlines as the sole designer during a platform redesign project.
- Conducted user interviews and in-depth research to gather valuable insights, enhancing the user-centered design process and resulting in more intuitive and effective virtual reality and web designs.

### Senior Coordinator

Oct 2022 – June 2023

*YW Boston (Contract)*

Cambridge, MA

- Leveraged data and analytics to inform design decisions, ensuring that backend software products were optimized for user experience and functionality.
- Streamlined project management processes to support InclusionBoston relationship managers and improve overall program efficiency.

### Product Design Intern

June 2022 - Sept 2022

*Meta (Facebook) Reality Labs*

Burlingame, CA

- Redesigned information architecture and created new user interactions and navigation for Meta's Oculus VR website, resulting in a more user-friendly and engaging experience for customers.
- Conducted a full-scale audit of the website and conducted user research and testing to ensure that the new design met the needs and preferences of the target audience.

### Product Design Intern

May 2021 – Aug 2021

*Meta (Facebook)*

Remote

- Designed and developed new end-to-end security reporting flows for Facebook's mobile app, working as a part of Meta's Connectivity Group.
- Conducted A/B testing of product designs to millions of users, utilizing data-driven insights to iterate and improve upon the user experience.

### Undergraduate Researcher & Designer

Jan 2019 – Sept 2019

*MIT Media Labs*

Cambridge, MA

- Leventhal Center for Advanced Urbanism- Conducted research and user testing to prepare results of 300+ city's data for broad communication in the form of static and interactive web maps (as well as a book) using R, Python and GIS to code and perform spatial statistics.
- Personal Robots- Rapidly prototyped and designed robotics and modeled sophisticated parts using CAD Software (Solidworks, Rhino, Preform) and coded/designed reading software that was deployed to 16 elementary schools in Georgia for testing

## PROJECTS

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### Columbia University Designer | *Adobe Photoshop, Adobe Illustrator, Figma*

Aug 2020 – June 2022

- Created t-shirts, bags, sweaters, and other official promotional items for Columbia using Adobe and Photoshop
- Created content for university social media and emails to the student body using Canva and Adobe
- Designed senior gifts for the Class of 2022

## SKILLS

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**Programs:** Blender, Python, Unity, Rhino, Grasshopper

**Design Tools:** Figma, Adobe XD, InDesign, Illustrator, Photoshop, Sketch, InVision, Origami, Protopie, Webflow

**Design Process:** Design Thinking, Systems, User Research and Testing, Communication/Storytelling, Visual and Interaction Design, Rapid Prototyping