

# Rachel Wilken

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## SUMMARY

UX Strategist and Information Architect with seven years of experience driving digital transformation across higher education, corporate, government, and nonprofit sectors. I translate research and analytics into scalable information systems and user-centered strategies that improve accessibility, engagement, and business performance. Skilled in leading cross-functional teams through research synthesis, IA design, and digital governance initiatives that align user needs with organizational goals.

## **Strategic Highlights**

UX & IA Transformation (led 13-site consolidation improving accessibility and SEO) • Research-Driven Frameworks (ATPCO & USPTO projects standardizing data organization and knowledge sharing) • Accessible Design & Governance (digital systems advancing accreditation and compliance) • Data-Informed Impact (+80% engagement increase ATPCO)

## WORK EXPERIENCE

Indiana University, Indianapolis, IN

### ***Web & Digital Experience Manager, IU Global***

Dec 2024 – Present

- Unified 13 websites into one platform, improving accessibility, SEO, and governance across 6 stakeholder groups
- Directed mixed-methods UX research (interviews, surveys, tree testing) to define data-driven digital strategy
- Aligned UX, SEO, and CRM strategies with marketing to strengthen international digital recruitment campaigns
- Used GA4 and SiteImprove analytics to optimize content performance and user pathways
- Supervised and mentored graduate assistant in IA research, accessibility, and AI-supported workflows

Rachel Wilken Design, Columbus, IN (Remote)

### ***Freelance UX Designer & Strategist***

Jun 2023 – Present

- Designed accessible, responsive websites for small business and nonprofit clients improving usability
- Conducted user research, content audits, and IA planning to improve SEO and conversion performance
- Implemented GA4 tracking and metadata frameworks to measure engagement and optimize visibility
- Delivered Bartholomew County Bar Association redesign increasing online dues payments 56% and user satisfaction 85%

Airline Tariff Publishing Company, Inc. (ATPCO), Dulles, VA (Remote)

### ***UX/ Market Researcher***

Jun 2024 – Nov 2024

- Led UX/ market research for “Present the Offer,” shaping product and design decisions through global insights
- Interviewed 6 users across APAC, EMEA, and Americas to identify barriers and inform industry standards
- Analyzed attribute-data usage by 31 airlines, shaping information-retrieval standards for 2025 product strategy
- Designed and deployed mixed-methods survey distributed to 480 customers in the Americas, APAC, and EMEA
- Built repeatable research and knowledge management framework standardizing data collection and sharing

### ***Operations & Knowledge Exchange Intern***

Jan 2024 – Jun 2024

- Interviewed 34 stakeholders to map pain points and evaluate existing Routehappy SharePoint site
- Redesigned SharePoint site boosting engagement 80% and unique visitors 65% in 30 days
- Created metadata schema for 1900+ documents improving discoverability and compliance

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United States Patent and Trademark Office, Washington, D.C. (Remote)

## ***Web Content Specialist (Extern)***

Sept 2022 – Apr 2023

- Conducted audit and analysis of 2000+ documents to prepare the agency's repository for migration
- Designed scalable IA and metadata framework enhancing findability and usability across 30+ federal web pages
- Assisted user testing to validate new intranet navigation and content structure for *R Friends*
- Awarded Intern of the Year by the Virtual Student Federal Service Internship Program hosted by the State Dept

## **ADDITIONAL WORK EXPERIENCE**

Indiana University, Eskenazi School of Art, Architecture + Design, Bloomington, IN

### ***Assistant Director, J. Irwin Miller Architecture Program***

Mar 2021 – Aug 2022

- Directed M.Arch strategic planning initiative integrating research, stakeholder alignment, and data systems, resulting in a scalable framework for program growth and accreditation success
- Architected digital documentation and workflows improving information accessibility and transparency for reviewers, supporting the program's initial national accreditation
- Developed assessment systems turning user and program data into actionable digital strategy insights
- Managed \$2.7M budget and supervised 11 employees to meet operational goals

### ***Program & Accreditation Coordinator, J. Irwin Miller Architecture Program***

Sept 2017 – Mar 2021

- Standardized digital workflows for graduate admissions and accreditation reporting across university systems
- Coordinated marketing and web content initiatives improving student recruitment and program visibility

## **SKILLS**

**Tools:** Aha, Asana, ChatGPT, Confluence, Figma, Helio, Google Analytics, Google Gemini, Jira, Microsoft Copilot, Miro, SharePoint, SiteImprove, UserTesting.com, Qualtrics, IU WCMS, WordPress

**Design:** Design Systems, Design Sprints, Prototyping, Sketching, User Flows, Wireframes

**Research:** A/B Testing, Card Sorts, Content Audits, Heuristic Evaluation, Journey Mapping, Personas, Surveys, Tree Testing, Quantitative/ Qualitative Data Analysis, User Interviews, Usability Testing

**Misc.:** Agile Methodologies, Cross-functional Teams, HTML/ CSS, Internal/ External Communications, Project Management, SEO Strategy, Stakeholder Alignment, Web Accessibility (WCAG 2.1, Section 508)

## **COMMUNITY SERVICE**

Columbus Design Collective, Founder

Nov 2025 – Present

Baldwin Wallace University Alumni Council

Dec 2020 – Present

Columbus Symphony Orchestra, Board of Directors

Dec 2017 – Jun 2023

## **CERTIFICATIONS**

Generative AI 101 – Indiana University

Nov 2025

Asana Workflow Specialist

Mar 2025

Google Analytics 4

Jan 2025

Google UX Design Certificate, Coursera

Mar 2024

## **EDUCATION**

**Master of Library and Information Science**, Indiana University, Indianapolis, IN

June 2023

**Bachelor of Music**, Baldwin Wallace University, Berea, OH

May 2016