



Rayna Kunzman

Communication Designer

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303 903 7073

Experience

PRODUCT DESIGNER

Nearform (formerly Formidable Labs)

February 2023 - December 2024

Redesigned Colorado transit authority, RTD's website, focusing on improving information architecture and producing wireframes and high-fidelity design mockups.

Conducted design systems audit for an insurance rating bureau (WCIRB), resulting in fewer and more optimized components. Created documentation for existing components and templates for future system expansion.

Supports the marketing department by creating social media graphics and print materials.

Contributes to Nearform's open-source initiatives through end-to-end product design and marketing.

Regional Transportation District, WCIRB

PRODUCT DESIGNER

Spotify Advertising

June 2022 - December 2022

Contract, covering parental leave

Redesigned platform navigation for Spotify Advertising, supporting the ads booking experience with improved navigation and connectivity to key functions.

Designed ad booking experiences for emerging markets, incorporating taxation requirements into the booking process.

EXPERIENCE DESIGNER

Ogilvy Experience

January 2021 - May 2022

Designed lead-generation experiences aligned with brand vision.

Built distinct visual concepts for digital experiences, ensuring experiences were aligned with brand vision and strategy.

Collaborated with delivery team, including developers, to implement web designs, following responsive and WCAG best practices.

Citizens Bank, James Hardie, IBM, Nationwide, Dunkin Donuts

UI/UX DESIGNER

Ligature Creative Group

February 2019 - October 2020

Created and maintained design system for MyJourney

Created visual web mockups for clients such as SCFD, St. Louis Shakespeare Festival, and University of Providence.

Designed and conducted user interviews for SaaS platforms

Colorado Department of Higher Education, Via TRM, Scientific and Cultural Financial District, St. Louis Shakespeare Festival, University of Providence

Education

COMMUNICATION DESIGN, BFA

Metropolitan State University of Denver

December 2016

Skills

Figma

Design Systems

Research Synthesis

Notion

User Testing

WCAG