



RAELENA KNIFF
BUSINESS DESIGNER

CONTACT

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EDUCATION

- 2016 **Digital Marketing**
General Assembly
- 2016 **User Experience**
General Assembly
- 2016 **ICAgile Certified Professional**
ICAgile
- 2014 **Masters of Public Administration**
Virginia Tech
- 2013 **Bachelor of Arts Public and Urban Affairs + International Development**
Virginia Tech

WORK EXPERIENCE

Taking a human-centered approach to crafting experiences that make a difference in people's lives and improve the way clients do business.

- TODAY 2018** ● **FJORD | BUSINESS DESIGNER**
 - Sole UX team of 7 scrum development teams responsible for designing a 9,500-user PEGA solution managing >20 million cases.
 - In 4-weeks, conducted 24 interviews and facilitated a visioning workshop with key stakeholders; analyzed intricate processes and usage data; proposed automation-logic to address 82% of manually resolved issues, and designed a new acquisition model to reduce backlog by 49%.
 - Supported the digital design strategy team in winning a \$1B proposal that will transform the \$1.3T student loan ecosystem.
 - Assessed an organization's 7 service channels, operating at \$2.6B. Co-created with clients to identify 12 service opportunities based on user data, customer needs, business impact, and technical feasibility.
 - Queried booking and usage data to set benchmarks, established KPIs, and developed an interactive dashboard that informs and empowers station owners to make data-driven decisions on station investments.
- TODAY 2018** ● **RAELENA KNIFF MEDIA, LLC | OWNER**
Creative photo and video producer that crafts powerful stories for musicians and professional products and services.
- 2018 2015** ● **ACCENTURE | MANAGEMENT CONSULTANT**
 - Project Lead for two iOS mobile application development teams that reach more than 1,600 users globally (revenue managed is \$1.3M).
 - Delivered an iOS solution that increases process efficiencies by 70% and cuts client costs by 50%.
 - Grew the account by \$1.7M by cultivating key client relationships and using creative-infused selling techniques.
- 2016** ● **RENT LLAMA | MARKETING STRATEGIST**
Synthesized data, via Google Analytics and market analysis, to develop a 3-month marketing strategy for a peer-to-peer rental start-up.

SKILLS



LEFT-SIDE

- Business Development
- Data Analysis
- Comparative Analysis
- Opportunity Roadmaps
- KPI Modeling
- Project Management
- Product Design & Management
- Agile & Lean Delivery Methods
- Software Delivery Lifecycle
- Microsoft Office
- Microsoft Project
- Google Analytics
- JIRA
- PEGA
- PeopleSoft
- Web Services (REST, SOAP)
- Swift (iOS)



RIGHT-SIDE

- Creative Strategy
- Service Design
- User Experience Design
- Qualitative Research Methods
- Wireframes & Mockups
- Rapid Prototypes
- Relationship Management
- Marketing & Content Strategy
- Photography & Video
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere
- Adobe After Effects
- Sketch
- InVision
- CSS