

# Rebecca Jensen

Seattle, WA

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I'm a UX/UI Designer who has tackled the full scope of projects, from the initial ideation to ongoing iteration. I can hold the macro aspects of user experience in one hand, while drilling down the details in the other. I enjoy thinking out loud, considering other perspectives, and teasing out solutions.

## EXPERIENCE

**UX/UI Designer**, motion.social, Seattle, WA

Jul. 2015 - Present

*Motion.social is an online tool for organizing group fitness activities.*

Responsible for designing the entire product, from ideation to iteration

- **Interviewed target users**
  - Identified planning as a common goal and pain point
  - Created user personas to maintain design focus
- **Developed the product**
  - Translated larger concepts into concrete features
  - Outlined user flow and site map
- **Designed the visuals**
  - Developed branding voice and style to fit our social fitness focus
  - Designed user interface, considering responsive displays and best practices
- **Iterated**
  - Followed up with users to identify areas of improvement
  - Used quick prototypes to test ideas
- **Directed**
  - Proposed new features and next steps, prioritizing for impact on the user
- **Adjusted**
  - Self-directed work, managing multiple design threads

**UX/UI Designer (volunteer)**, Cascade Orienteering Club, Seattle, WA

Dec. 2014 - Present

*Cascade Orienteering Club is a non-profit organization for orienteering events and education.*

Completed website overhaul using the UX process

- Surveyed and interviewed a variety of users, identified goals and frustrations
- Created user personas
- Outlined user flows and site map
- Wireframed and prototyped design solutions
- Designed user interface
- Wrote Wordpress theme (PHP) from scratch
- Launched a user-oriented, responsive Wordpress site

**Marketing Manager**, Meridian Geographics (MerGeo), Seattle, WA

Dec. 2012 - May 2015

*MerGeo produces running and navigation events year-round in Washington State.*

- Rebranded MerGeo through logo and website redesign
- Surveyed event participants, analyzed feedback to identify ways to improve user experience
- Analyzed web traffic, registration, e-newsletter, and social media data
- Designed promotional print and web graphics
- Wrote website content, newsletters, press releases
- Filmed and edited promotional videos

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| <b>Sales Manager</b> , Gregg’s Bellevue Cycles, Bellevue, WA<br>• Managed staff of 20+ employees                   | 2011 - 2013 |
| <b>Sales Person</b> , Gregg’s Bellevue Cycles, Bellevue, WA<br>• Top 2 salesperson during summer sales competition | 2009 - 2011 |

EDUCATION

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| <b>BLOC</b> , UX Design, 2014 - 2015                   |
| <b>Whitman College</b> , Studio Art Major, 2003 - 2007 |

REFERENCES

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| Justin Huff, Co-Founder & CTO, motion.social<br>206.295.1950 - jjhuff@motion.social                |
| David Longdon, Co-Founder & President, motion.social<br>541.514.1502 - david.longdon@motion.social |
| Eric Bone, Owner, Meridian Geographics<br>206.291.8250 - eric@mergeo.com                           |

SOFTWARE

| Design      | UX           | Code         | Languages    | Video    |
|-------------|--------------|--------------|--------------|----------|
| Sketch      | UXPin        | Sublime Text | HTML5 / CSS3 | iMovie   |
| Photoshop   | InVision     | Wordpress    | PHP          | FinalCut |
| Illustrator | Omnigraffle  | MAMP         | jQuery       |          |
|             | Google Forms | CyberDuck    |              |          |