

Rebecca Jensen

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Portfolio: rebeccajensen.online

I'm a UX/UI Designer because I love asking questions and making things better. To me, being a Designer is not about having the best answer, but being committed to *finding* it.

EXPERIENCE

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

Jul. 2015 - Apr. 2017

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

Sales Manager, Gregg's Bellevue Cycles, Bellevue, WA

2011 - 2013

- Managed staff of 20+ employees

Sales Person, Gregg's Bellevue Cycles, Bellevue, WA

2009 - 2011

- Top 2 salesperson during summer sales competition

EDUCATION

BLOC, UX Design, 2014 - 2015

Whitman College, Studio Art Major, 2003 - 2007

REFERENCES

Justin Huff, Co-Founder & CTO, motion.social

206.295.1950 - jjhuff@motion.social

David Longdon, Co-Founder & President, motion.social

541.514.1502 - david.longdon@motion.social

Eric Bone, Owner, Meridian Geographics

206.291.8250 - eric@mergeo.com

SOFTWARE & LANGUAGES

Design

Sketch
Photoshop
Illustrator

UX

UXPin
InVision
Omnigraffle
Google Forms

Code

HTML5 / CSS3
Bootstrap
Wordpress / PHP
JavaScript / jQuery

Video

iMovie
FinalCut

Other

American Sign Language
Map and compass