

# Rebecca Frank

User Experience Design Portfolio: <http://refrank.github.io/ux-portfolio/>

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## PROFESSIONAL EXPERIENCE

Veterans Affairs –  
Financial Services Center  
Business Analyst  
Mar 2012–Nov 2014  
Austin, TX

I worked for the VA for nearly 3 years. During this time I was a technical business analyst, oversaw resources for the help desk and analyzed issues with the Healthcare Claims Processing application. Based on user data and research I created wireframes and clickable prototypes to solve major usability problems. I facilitated dialogue with leadership and persuaded the project team to take a more user-focused approach to development. I worked with developers, project managers, business analysts and subject matter experts daily.

- Created wireframes and clickable prototypes for more user-friendly screens and flows
- Conducted analysis of historical user-submitted help desk tickets to find pain points
- Led heuristic evaluation to find systemic issues and increase team empathy of users
- Presented findings, affinity diagram and suggestions to leadership; persuaded stake holders to increase usability
- Completed market research on prototyping tools; convinced requirements team to use Axure to develop visual requirements instead of long text documents
- Experience using UXPin, Protoshare and Balsamiq Mockups to convey design suggestions
- Managed 2 resources for the user support help desk; prioritized user issues for developers and business team
- Worked with developers and business clients to create requirements
- Led demo sessions with full project team to elicit feedback on functionality and to enhance the design iteratively
- Facilitated sessions with subject matter experts to simplify process flows
- Participated in ad hoc testing and user acceptance testing
- Managed requirements scope and sprint planning for pilot release
- Tracked development issues, tasks and bugs with Team Foundation Server
- Earned Certified Business Architect certification (CBA); trained by PegaSystems in Business Architecture Essentials

Motley Coffeehouse  
CEO/Head Manager  
2007–2011  
Claremont, CA

While I did not explicitly work in a user experience role here, I gained many skills that make me a stronger UX designer. I conducted a year-long user research study on prices and increased sales by 16%. I redesigned and streamlined many business processes during my tenure, all of which are still in use over 4 years later. I managed a team of 12 and oversaw a staff of 70 employees. I learned the challenges of running a business and balancing consumer needs with leadership goals.

- CEO/PM responsibilities for 100% student-run retail business with \$300,000 budget
- Led 12-person management team in charge of hiring/firing for 70 employees
- Earned 4 promotions in 4 years
- Increased sales 16%, decreased expenses 7%
- Re-engineered hiring, training & evaluation procedures, increased process efficiency 3x
- Transformed all 10-year old internal documentation into streamlined digital format
- Created financial reports, presented to Scripps administration and Board of Trustees
- Redesigned ordering system; decreased weekly order time from 90 to 15 minutes
- Coordinated hundreds of small community grants valued at \$15,000

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## EDUCATION

UX Design Education  
Fall 2014

- Completed course on Human Computer Interaction (UC San Diego) via Coursera
- Completed Fundamentals of Design course via Code School

Scripps: Women's College  
2007–2011  
Claremont, CA

- B.A. in Economics; 3.5 GPA
- Economics Honors Society - O Δ E, Dean's List
- Authored 40-page senior thesis: *The Effects of Using Price Incentives to Reduce Consumer Waste*
- Tracked original data; quantitative & theoretical analysis of performance; created new business model
- Curbed paper coffee cup usage 68%; increased total coffee sales 16%

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## CERTIFICATIONS

Certified Business  
Architect  
Fall 2012

- Earned PRPC Certified Business Architect certification (CBA)
- Completed PegaSystems Business Architecture Essentials training

Girl Scouts of America  
1996–2007  
Nashville, TN

- Earned Gold Award (equivalent to Eagle Scout)
- Selected out of 6,000 Scouts to serve on the Board of Directors for middle TN district