

Rebecca Frank

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UX Portfolio: <http://refrank.github.io/ux-portfolio/>

SUMMARY

I am a UX designer with 5 years of professional experience. I streamline process flows, iterate mockups and create clickable prototypes. I dig into data and research to understand user needs, take stakeholder goals to heart, then design new features and products that delight both groups. I have excellent communication skills and love working in teams as well as independently. I'm a listener, creative problem solver, goal-setter and achieve great results.

SKILL SET

Wireframes, User Research, Usability Testing, Use Cases, HTML/CSS, Interaction Design, Information Architecture, Content Audit, Prototyping, Requirements Elicitation, Heuristic Evaluation, Affinity Diagramming, Process Flow Maps, Data Analysis

EMPLOYMENT HISTORY

Veterans Affairs – Financial Services Center

UX Designer / Business Analyst | Mar 2012 to Nov 2014 (2 years 9 months)

I worked on a web app to automate claims processing for veteran care nationwide. Based on user data, research and requirements analysis, I created wireframes and interactive 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 (Balsamiq) and interactive prototypes (UXPin) to convey designs of more user-friendly screens
- Simplified application process flow; facilitated dialogue for stakeholder sign-off
- Led heuristic evaluation, found systemic issues, increased user empathy, presented results as affinity diagram
- Conducted analysis of historical user-submitted help desk tickets to find pain points
- Completed market research on prototyping tools; convinced requirements team to use Axure to develop visual requirements instead of long text documents
- Managed 2 resources for the user support help desk; prioritized user issues for developers and business team
- Prioritized product backlog, managed requirements scope and sprint planning for pilot release

Motley Coffeehouse

Customer Experience Designer / Head Manager | Aug 2007 to May 2011 (3 years 9 months)

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 led a 12-person management team in charge of hiring/firing for 70 employees. I learned the challenges of running a business and balancing consumer needs with leadership goals.

- Earned 4 promotions in 4 years resulting in CEO/PM responsibilities for 100% student-run retail business with \$300,000 budget
 - Increased sales 16%, decreased expenses 7%
 - Re-engineered hiring, training & evaluation procedures, increased process efficiency 3x
 - Redesigned ordering system; decreased weekly order time from 90 to 15 minutes
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CERTIFICATIONS

Certified Business Architect, PRPC

Gold Award, Girl Scouts of America (equivalent to Eagle Scout)

EDUCATION

Scripps College - Claremont, CA

B.A. in Economics

Economics Honors Society - O Δ E, Dean's List

Conducted research and authored thesis using original data

UX Education

Human Computer Interaction, Dr. Scott Klemmer, Coursera

Ultimate Guide to Usability/UX, Dr. David Travis, Udemy

Fundamentals of Design, Code School

Front-End Foundations (HTML/CSS), Code School

Recommendations

"I've had pleasure of working with Rebecca for almost 3 years. Rebecca is hard-working, has strong analytical and communication skills, and comprehends and solves problems in a creative manner. Rebecca supports the technical requirements team and collaborates and enables communication with the business product owner and end users, which I represent. As a requirements analyst, Rebecca interacts with business stakeholders and end users daily, quickly learning both group's needs in building the system. She has a strong understanding of the application and provides thoughtful and creative solutions to the business team in a very compassionate and clear manner. Working in very fast paced and challenging project environment, Rebecca has had a big and positive impact on the outcome of the project and her team members. Most recently, she has led the project in recognizing the need to evaluate and redesign a user's experience of the system. She Page6 has conducted an heuristic evaluation, completed market research on the best design and prototyping tools leading to the acquisition of industry standard software, and is leading collaborative redesign sessions with business stakeholders. Building a better user experience is key to the project's long term success and user's acceptance of the system, and I am thrilled that Rebecca has been able to get our team to recognize this priority. I would highly recommend Rebecca for future work as she is creative, driven, and a natural leader, bringing her team together to build a better product. "

— **Kathryn Hurley** *Manager, Grant Thornton - Global Public Sector, was Rebecca's client*

"Rebecca was my top Business Analyst (BA) in a group of highly skilled and motivated BAs. Her ability to function as part of an extremely competent and close knit team in a results oriented environment was very impressive. She was consistently the go to choice to lead the Client through extensive and complex application demonstrations with great results and commendation from that Client. Requirements gathering, analysis, tracing and master application comprehension are all strengths of a junior BA with senior level expertise. Rebecca will succeed regardless of the position or situation due to her intelligence, attitude and can do spirit. "

— **Cody Sharp** *Test Manager, Veterans Affairs Financial Services Center, managed Rebecca*

"Rebecca is an enthusiastic, dedicated team member who is thorough, reliable, and brings an analytic eye to problem solving and requirements development. She is definitely an asset to any team looking for a strong member who can hold her own and deliver beyond expectations. Additionally, Rebecca has a keen eye for detail and is able to apply her creativity to software solutions, streamlining processes, and design planning. It would be a pleasure to work with her again in the future."

— **Amy Barth** *worked directly with Rebecca*

"I highly recommend Rebecca. She is organized, diligent, and has excellent communication skills. She takes initiative and acts proactively on what needs to be done. She comes up to speed quickly with any new tasks, and easily shifts gears when tasks change priority. She always takes the time to build real relationships with the client to analyze what they want and provide the best solution."

— **Eileen Anderson** *managed Rebecca indirectly*

"Rebecca has been a key member of VA program management teams. Some of the words I use to describe her are: 1. Passionate, she cares about the work she does. It shows in her work products which are of the highest quality. 2. Talented. Analytically impressive. No task is too big for her to get her mind around and to excel at completing on time and target. 3. Initiative. Demonstrated an ability to see what was needed and to accomplish it, satisfying needs before the requirements are even identified. 4. Motivated. Set goals and aggressively pursues them. Enjoys self improvement. I'm probably leaving something off, but you get the point. If you have an opportunity to add Rebecca to your team don't hesitate. Immediately pursue her for your next project. "

— **Jason McCain** *PMP, IT Program Manager, U.S. Department of Veterans Affairs, managed Rebecca indirectly*

"Rebecca is an amazing colleague and one of the hardest workers I know. She approaches each day with a smile and inspires others by always offering to lend a helping hand. In her role as a Business Analyst, she demonstrates her analytical skills, communication skills and her attention to detail by consistently delivering high quality work. I would recommend Rebecca as an asset to any project or organization."

— **Angie Hoenes** *worked directly with Rebecca*

"Rebecca is a forward-thinking manager and leader that directly led to the growing success of the Motley Coffeehouse. During her time at the Motley, Rebecca developed several processes that streamlined the work of the manager team as a way to create more opportunity for the Motley managers to develop new initiatives for the business. Rebecca designed and implemented new policy that encourages sustainable practices of customers as well as providing the Motley significant savings."

— **Marla Love** *managed Rebecca*

"Rebecca has a unique ability to lead and motivate teams of diverse individuals with a wide variety of skill sets to complete large-scale projects. Her leadership focuses on connecting day-to-day work directly to an organization's core values and goals. As such, she initiates innovation and develops best practices that are sustainable in her absence."

— **Kasey Mitchell** *reported to Rebecca*