

# REBECCA LARSON

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## ABOUT

Hi! I'm Rebecca, a Product Designer with a technical background and a passion for creating great products that make people's lives easier. As a computer science engineer, I understand the complexity of a problem and how to break it down into solvable pieces. As a designer, I transform those complex problems into simplified, fluid experiences for the user.

For each project, I identify the user need, analyze the risks and unknowns, execute user research, define the solution and scope, create and test designs, align the team and stakeholders, and partner with engineering to ensure a successful launch. I thrive in collaborative, adaptive environments, and am skilled in cross-functional leadership, communication, and presentation.

## RELEVANT EXPERIENCE

### Senior Product Designer | Resilia

New York, NY, June 2021 — June 2023

- Worked on web and mobile SaaS platform for nonprofit users, 2nd design hire and helped build design team to 7
- Co-led teams of 5 engineers with a Product Manager and Engineering Manager
- Defined long-term product strategy and roadmap in close collaboration with cross-functional leads
- Conducted research, such as interviews, surveys, workshops, and concept testing
- Utilized and grew the design system
- Built high fidelity designs and prototypes using Figma and HTML to streamline discussions with engineering and provide realistic scenarios for user research
- Presented product outcomes to company and customers to align org on initiatives and engage end users on product updates
- Helped establish product processes such as a risk decision matrix, agile workflows, data visualization reviews, design team meetings, and design reviews
- Led company-wide initiative to establish user personas for cross-functional use

### UX Product Designer, Lead for Sales Automation |

#### Pegasystems

Cambridge, MA, September 2017 — June 2021

- Lead designer for B2B and B2C sales enterprise web and mobile applications
- Collaborated with team and stakeholders on strategy and product roadmap
- Worked within and built upon expansive design system, identifying reusable components and aligning use cases to unify existing patterns
- Produced user-centered design solutions and delivered interactive prototypes
- Advocated for users' needs throughout end-to-end product development

## SKILLS

**Design Tools:** Figma • Sketch • Adobe XD • InVision • Mural • Illustrator • Microsoft Office

**UX Tools:** Wireframing • Hi-Fi Designs • Rapid Prototyping • User Personas • Journey Mapping • Information Architecture • User Flows • Data Analysis • Workshops • Ideation • User Interviews • Design Sprints • Usability Testing • A/B Testing • Concept Testing • Competitive Analysis • Pilot Programs • Accessibility • Design Systems

**Development:** HTML • CSS • JavaScript • D3 • Python • C/C++ • R • SQL

## EDUCATION

**Tufts University School of Engineering**  
B.S. Computer Science  
Minor in Human Factors Engineering  
May 2017  
GPA: 3.68, *magna cum laude*

### Harvard Extension School

Course: Building Web Applications with Data Analysis  
Fall 2018  
GPA: 4.0

**University of Canterbury, New Zealand**  
Courses: Artificial Intelligence, Humans and Computers  
Fall 2015  
GPA: 4.0

## RECOGNITION

### Innovator of the Year

Resilia  
December 2022

### Dean's List

Tufts University  
2013-2017, 7/7 semesters