

REBECCA LARSON

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ABOUT

Hi! I'm Rebecca, a user experience designer with a technical background and a passion for creating products that put the user first. 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 drive the solution to prioritize providing users with value. I thrive in collaborative, interdisciplinary environments, and am skilled in communication and presentation.

RELEVANT EXPERIENCE

Pegasystems, Cambridge, MA

User Experience Designer, Lead for Sales Automation, September 2017—Present

- **Collaborate with product teams, engineering, and stakeholders to produce user-centered design solutions**

Execute design workshops that involve product owners and stakeholders to drive cross-functional understanding of design thinking and ensure solution meets user and stakeholder needs. Meet with product and engineering regularly to present feedback, analysis, and next steps

- **Advocate for users' needs through end-to-end product development**

Currently leading the research, collection and analysis of user feedback, design, usability testing, and pilot of the mobile app for Pega's Sales Automation product. Work with product and engineers during development to ensure the app matches the design

- **Conduct exploratory research to influence long-term product strategy**

Led discovery research for Pega's sales organization to identify user needs and product opportunities through

- **Develop prototypes to enhance understanding, testing, and communication of design**

Code prototypes to test interactions, facilitate "real-world" usability testing, and clearly communicate design to engineers and stakeholders

Pegasystems, Cambridge, MA

User Experience Design Intern, Summer 2016

- **Worked with product owners to reach design solutions**
- **Organized and ran usability tests to validate designs**
- **Built hi-fidelity designs and created prototypes**

Center for Engineering Education Outreach, Somerville, MA

Student Teacher, September 2014 – May 2017

- **Designed and ran STEM curriculums for elementary school classrooms**
- **Created interactive and engaging lessons using robotics and simple machines**

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

SKILLS

Languages

Python, C, C++, HTML, CSS, JavaScript, D3, R, SQL, Prolog, Clojure, Scheme, SML

Tools

Sketch, Adobe XD, Illustrator, Microsoft Office, Jupyter Notebook, Flask

PROJECTS

Healthy Food Access

Analyzed data and model predicted health rates based off USDA data, visualized through an interactive map, predictive calculator, and linked visualizations:

<https://csci-e14a-food-atlas.herokuapp.com/>

Observing Culture Across the World

Visualized and compared data from the World Health Organization about the world's consumption of alcohol:

<https://rlrlarson.github.io/DrunkenWorld/>