REBECCA LARSON

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ABOUT

Hi! I'm Rebecca, a UX 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 simplistic, fluid experiences for the user. I thrive in collaborative, interdisciplinary environments, and am skilled in communication and presentation.

RELEVANT EXPERIENCE

Pegasystems, Cambridge, MA

UX Product Designer, Lead for Sales Automation, September 2017 — Present

- **Lead for Pega's sales product that spans 4 industries, 6 applications, and 9 product teams**
  Collaborate with product, engineering, and stakeholders to shape strategy and product roadmap. Conduct discovery research to uncover user needs and identify opportunities.

- **Design B2B and B2C solutions across desktop and mobile applications**
  Workflows include the entire sales lifecycle, AI components, case management, dashboarding, list pages, admin tools, and application authoring.

- **Utilize and grow an expansive design system**
  Build user experiences with a developing design system. Identify opportunities for new, reusable components and align use cases across application to unify existing patterns.

- **Collaborate cross-functionally to create alignment**
  Execute design sprints and workshops to drive understanding of design thinking, define user journeys and personas, and ensure the solution meets user and business needs. Meet with product and engineering regularly to present designs and user testing and discuss feedback and next steps.

- **Produce user-centered design solutions and deliver clickable prototypes**
  Communicate design clearly with engineers and stakeholders with both low and high fidelity designs and interactive prototypes.

- **Advocate for users' needs for end-to-end product development**
  Gather user research, moderate interviews, conduct usability tests, analyze feedback, and run pilots to highlight and incorporate the end user's voice.

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 lessons using robotics and simple machines**

SKILLS

Tools
Sketch, Adobe XD, InVision, Figma, Illustrator, Microsoft Office, Jupyter Notebook, Flask

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

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/

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