



# Rebecca Creger

UX / Product Designer 📍 San Francisco Bay Area

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## SUMMARY

I'm a process-driven UX designer with a background in graphic design. I loves asking questions and solving problems for users by using a user-centered design process to test and execute beautiful interfaces.

## EDUCATION

2010 - 12: BA in Graphic Design and a Minor in Textiles and Clothing. UC Davis.

2008 - 2010: Fine Arts Major UC Santa Cruz

## SKILLS

User research and survey design

User stories and flows

UI and visual design

Wireframing and prototyping

Mobile and responsive design

User testing

HTML & CSS

## TOOLS

Figma

Sketch

InVision

Adobe Suite

Whimsical

Atom

Git/GitHub

Maze

Usability Hub

Marvel

## RECENT PROJECTS

### Local Gems - [Prototype](#)

- Created an e-commerce app for shopping local at small businesses. Conducted user research, branding, prototyping and testing to shop local by checking items in stock, and ordering items for pickup or delivery.

### Cloudspark - [Case study link](#)

- Created a cloud storage app for file storage and collaboration. Conducted user research, prototyping and user testing to create better organizational features.

## EXPERIENCE

### Bloc Product Design Program

September 2019 - Present:

- Learned industry best practices and design process standards with a focus on UX Research, Visual Design, and Front-end development.
- Created and deployed projects while learning new tools and frameworks by collaborating several hours every week with a senior product designer.

### Curation Program Manager - Designer Experience at 99designs

January 2018 - April 2020

- Led a team of curators in reviewing graphic designer applications to the 99designs marketplace
- Played a leading role and worked cross-functionally with the Product and Engineering teams to build a new onboarding application experience.

### Product Specialist - Designer Quality at 99designs

January 2016 - January 2018

- Played a leading role in setting quality standards by curating graphic designers into levels based on experience.
- Increased the number of experienced designers in the community by identifying top talent and retaining them by matching them to clients

### Associate Community Marketing Manager at 99designs

January 2014 - January 2016

- Managed the designer community by setting and enforcing quality standards. Created a designer certification process for new product launches to meet demand.
- Led and executed campaigns to announce new product launches and engage top community members

### Community Liaison at 99designs

January 2013 - January 2014

- Supported and managed the designer community via email and campaigns. Wrote dozens of high SEO ranking blog posts about graphic design for the company blog.

### Graphic Design Intern

March 2012 - August 2012:

- Designed branding and marketing materials at The Wardrobe Boutique

### Design Teacher's Assistant at UC Davis

July - August 2011:

- Graded student work, held open lab sessions and taught students the basics of Adobe Illustrator, Photoshop, typography and design principles.