Rebecca Creger

UX / Product Designer | San Francisco Bay Area

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DESIGN SKILLS

Survey design, User Research, User Personas, User stories and flows, Wireframing, Prototyping, Responsive design, Mobile design, User Testing

TOOLS

Figma, Sketch, Invision, Whimsical, Adobe Suite, Atom, Git, Github, Maze, Usability Hub, Marvel, HTML & CSS, Javascript basics

EDUCATION

2010 - 2012: University of California, Davis. BA in Graphic Design and a Minor in Textiles and Clothing.
2008 - 2010: University of California, Santa Cruz Fine Arts Major

RECENT PROJECTS

Cloudspark
- Created a cloud storage app for file storage and collaboration. User research revealed that cloud storage users struggle to keep their files organized so we created and tested several prototypes to build a new cloud storage app with stronger organizational features.

Busybus
- Created a transit app that made bus arrival times more accessible to riders who were struggling to find this information.

EXPERIENCE

September 2019 - Present: Bloc Product Design Flex apprenticeship
- 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.

January 2018--April 2020: Curation Program Manager - Designer Experience at 99designs
- Led a team of curators in reviewing graphic designer applications to the marketplace
- Played a leading role and worked cross-functionally with the Product and Engineering teams to build a new onboarding application experience for designers

January 2016 - January 2018 Product Specialist - Designer Quality at 99designs
- Took 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 more clients

January 2014 - January 2016 Associate Community Marketing Manager at 99designs
- Managed the designer community by setting and enforcing new marketplace quality standards.
- Created a designer certification process for new product launches and certified designers to meet market demand.
- Led and executed campaigns to announce new product launches and engage our top community members

January 2013 - January 2014 Community Liaison at 99designs
- Supported and managed the designer community via email and designer engagement campaigns. Wrote dozens of high SEO ranking blog posts about graphic design for the company blog.

March 2012 - August 2012: Graphic Design Intern at The Wardrobe Boutique

July - August 2011: Design Teacher's Assistant at UC Davis
- Evaluated and graded student work, held open lab sessions and helped the students learn the basics of Adobe Photoshop, Illustrator, typography and design principles. Hand picked by former teacher.