



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 - 2012: 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

Zeplin

RECENT PROJECTS

Pantrybuddy - [Case Study](#)

- Worked with a developer to redesign his recipe app. Conducted research, rebranded the app, tested and prototyped designs to help users find recipes from ingredients.

Local Gems - [Prototype](#)

- Created an e-commerce app for shopping local at small businesses. Conducted user research, branding, prototyping and testing to help users 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

August 2019 - July 2020:

- 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