



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.

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

2008 - 2010: Fine Arts Major UC Santa Cruz

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.

Busy Bus - [Case study link](#)

- Designed a transit app that made bus arrival times more accessible to riders.

EXPERIENCE

Bloc Product Design apprenticeship

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.