

REBECCA GLEASON

RebeccaGleason.UX@gmail.com
Portfolio: RebeccaGleasonDesign.com
310.270.7782

Creative Service / Experience Designer and usability expert, skilled in designing for both physical and digital spaces and passionate about research, innovation, and bringing meaningful experiences to life.

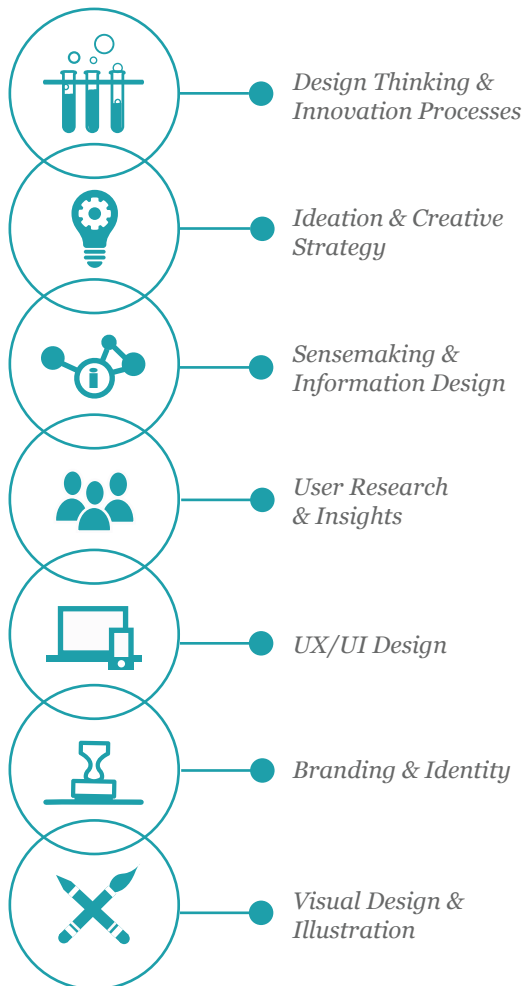
EXPERIENCE DESIGN SKILLS

Ethnography, Competitive Evaluation, Contextual Inquiry, Concept Modeling, Card Sorting, Diagramming, Heuristic Evaluation, High-fidelity Prototyping / Wireframing (Axure), Interviewing, Personas, Scenarios, Mapping, Requirements, Strategy Development, Task flows, Usability Testing, Content Development, Visual Design

INTANGIBLES

Strong usability intuition, curious observer, prolific ideator, ability to recognize patterns and make connections, ability to frame the right problems/ask the right questions, translates insights into actionable ideas, both a big picture thinker and detail-oriented, ability to visualize and communicate complex data

SPECIALTIES



EXPERIENCE

EXPERIENCE DESIGN & CREATIVE CONSULTANT

Various Clients, 2004-present

Assist both large and small companies, across multiple industries (medical, residential and commercial development, non-profit) with the development and execution of Creative Strategies and User-Centered Designs in areas such as:

Product/Service Design & Innovation
Presentations & Investor Pitches
Content Planning & Development
Digital UX/UI Design
Branding & Marketing Strategy & Design
Packaging Design
Environmental Design Concepts: Architecture, Interior design, Space-Planning, and Landscape Design

SR. EXPERIENCE DESIGNER (UX, XD)

Provide Commerce, 2012-2015

Lead UX Designer, Researcher and Strategist for a 28 million+ yearly visitor E-Commerce Website.

Oversaw Experience Design efforts across multiple platforms and brand touchpoints which included implementing a fully responsive site design, increasing engagement and mobile conversion by 70%.

Developed transitional UI standards & visual design and directed production of 60+ unique landing pages during repositioning efforts which resulted in a 43% decrease in bounce rate, an increase in conversion and higher SEO rankings.

Performed front-end user research, visualized data, and facilitated ideation activities to inform new product initiatives.

Designed and directed A/B and usability tests at key points in product development.

Worked closely with Tech, Marketing, and other teams to problem-solve and communicate design insights and maintain a user-centered perspective across departments and functions.

Was a key player in translating user perspectives into business objectives and influencing organizational strategy.

Created wireframes and interactive prototypes and used detailed documentation to ensure understanding of goals, approaches, and solutions.

EDUCATION

BERKELEY EXECUTIVE EDUCATION

University of California Berkeley

Product Management Certificate

HERRON SCHOOL OF ART & DESIGN

Indiana University/Purdue University

BFA Visual Communication Design

Emphasis in Service Experience Design

Additional studies: Psychology & Marketing

LOS ANGELES CITY COLLEGE

Non-Degree

Areas of study:

Business, Psychology, Architecture, Art,

Anthropology, History

ADDITIONAL STUDIES & INTERESTS

Architecture & Space Planning

Urban Planning

Education Design

Social Entrepreneurship

Social & Behavioral Psychology

Cultural Anthropology

Archaeology

Exhibit Design

Industrial Design

Natural History & Geology

Health & Nutrition

Theoretical Physics

Mindfulness

Applied Creativity

Hiking & Camping

Travel

Character & Game Design

Sci-Fi & Fantasy Illustration

You see things; and you say, 'Why?'

But I dream things that never were

and I say, 'Why Not?'

-George Bernard Shaw

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BRAND & CREATIVE STRATEGIST

Element Three, 2010-2012

Worked in an agency environment with clients across various industries to develop business and creative strategies including holistic brand approaches managed across multiple platforms:

Designed & Performed Competitive & Contextual Research

Designed Visual Brand Identity and Style Guides

Designed UX/UI

Created Ad Campaigns

Designed both web and printed marketing materials

including brochures, ads, packaging design and

product illustrations

FEATURE CHARACTER & PROP DESIGNER

Sony Online Entertainment, 2010

Concepted, designed and illustrated feature/player characters, in-game assets (weapons & props), and 3D models for a popular 3D MMORPG using programs such Photoshop, Maya and ZBrush. Worked closely with background artists, animators and other team members to reach production goals and maintain game vision throughout project.

GRAPHIC DESIGNER

California Science Center, 2009

Designed and produced visual communications collateral for the Life Sciences Department, including presentation materials, wayfinding and exhibit signage and interdepartmental forms.

VISUAL DESIGNER / ILLUSTRATOR

Various Clients, 1999-2009

Developed a variety of creative materials and visual designs for clients including:

Product Design Concepts

Children's Book illustrations

Character Designs

Interior Architecture & Designs

COMMUNITY MANAGER - Residential Community, LA CA

Artiste Apartments, 1999-2009

DIRECTOR, NEW FACES DIVISION - Talent Agency, LA CA

Action Agency, 1999

ASSISTANT MANAGER - Bakery, Temecula, CA

Chesapeake Bagel Bakery, 1997-1999

DELI SUPERVISOR - Health Supermarket, Santa Fe, NM

Wild Oats Market, 1996-1997

HOUSEKEEPING SUPERVISOR - Luxury Hotel, Aspen, CO

Hotel Jerome, 1994-1996