

REBECCA LEVINE

UX & product designer

info

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233 Berkeley Pl. #5
Brooklyn, NY 11217

skills

UX

Design thinking

User research

Wireframing

Prototyping

Usability testing

UX writing

UI design

Web design

iOs design

Android design

Tools

Adobe Xd

Sketch

Figma

InVision

Zeplin

Photoshop

InDesign

Adobe Illustrator

Premiere Pro

EditorX

More

Business development

Copywriting

Marketing strategy

Graphic design

Project management

HTML/CSS

education

Jul. 2020–
Feb. 2021 **Designlab**

Certificate in User Experience Design

Feb. 2017–
Jan. 2018 **Hunter College**

Certificate in Graphic and Web Design

Aug. 2008–
May 2012 **University of Pennsylvania**

B.A. in English, Phi Beta Kappa

**UX designer with business
development and marketing
experience and a love of creative
problem solving (and books).**

current projects

Nov. 2020–
present **UnScroll**

UX Researcher and Designer

◇ Collaborating with a developer to build UnScroll, an iOS app I conceptualized and designed to help users limit their time on social media and address their negative feelings surrounding social media usage. [View the case study.](#)

Aug. 2017–
present **InVersion Theatre**

UX, Web, and Graphic Designer

◇ Conceptualized and designed the iOS app for “Intralia, the weird park,” an immersive, GPS-guided “app-play” in Brooklyn’s Prospect Park; worked closely with developers to build the app.
◇ Designed and built the website for InVersion Theatre.
◇ Designed posters, print and digital flyers, social media collateral, event invitations, and other marketing materials.

experience

Mar. 2018–
Mar. 2020 **BookShout**

Brand Experience Manager

◇ Drafted product roadmaps incorporating user needs, business and marketing goals, and technical considerations.
◇ Wrote UX copy for B2B website and consumer-facing app.
◇ Gathered and synthesized client and end-user feedback.
◇ Partnered with engineers and product managers to improve existing products based on stakeholder needs and data analysis.
◇ QA tested new products, updates, and redesigns, bringing knowledge of client and end-user points of view.
◇ Developed and A/B tested branding and marketing messages.

May 2017–
Mar. 2018 **Shakespeare & Co. Booksellers**

Textbook Coordinator

◇ Designed new system for students to rent textbooks in-store, in response to issues raised by customers and employees.
◇ Conducted focus groups with faculty members to improve textbook order-placing processes.
◇ Designed and hand-coded new webpages for textbook section of store website.

Oct. 2014–
Jan. 2017 **Greater Talent Network/
Hachette Speakers Bureau**

Senior Marketing Associate

◇ Oversaw 4-person marketing team.
◇ Managed content for Greater Talent Network and Hachette Speakers Bureau websites via Wordpress, adding daily news stories and keeping pages for 200+ clients up to date.
◇ Designed and sent bi-monthly e-newsletters to 7,000 recipients.
◇ Conceptualized, directed, and edited publicity videos.