

Hi, I'm Rebecca

An experienced Lead UX Designer, creating human-centred design solutions across digital projects in agile environments.

Working strategically and hands-on, I advocate for holistic design and drive improved efficiency in ways of working.



Portfolio: rebeccasmeeth.com Email: hello@rebeccasmeeth.com

Contact me

LinkedIn: [rebeccasmeeth](https://rebeccasmeeth.com)

07789 446237

Southampton, Hampshire

Skills

- Leadership
- User experience design
- User interface design
- Research and testing
- Mobile and app design
- Accessible design
- Information architecture
- Wireframing
- Prototyping
- Stakeholder comms
- Developer collaboration
- Agile working practices

Software

- Figma
- Miro
- Adobe XD
- Sketch
- InVision
- Overflow
- Optimal Workshop
- UserZoom
- Adobe Photoshop
- Adobe Illustrator
- Jira
- Trello
- Teams / Slack

Lead UX Designer

Tesco PLC

May 2022 - Present

Working in the loyalty team, leading customer experience for 12 million Tesco Clubcard customers in app.

- Mentoring UX and UI designers
- Developing strategy, processes and quarterly planning
- Hands-on UX including workshop facilitation, information architecture, opportunity mapping and wireframing
- Identifying and prioritising user-led acquisition and retention opportunities for subscriptions propositions
- Delivery of successful end-to-end user journeys based on validated research and testing
- Building relationships with cross functional teams to increase collaboration and squad efficiency

VP - Digital UX Design

JP Morgan

Mar 2021 - May 2022

Leading UX in a Corporate & Investment Banking team.

- Creating exceptional journeys and financial dashboards for staff overseeing the international transfer of funds
- Teaching UX/UI principles to other areas of the business to improve how digital products are designed for the user
- Facilitating discovery and design workshops

Lead Product Designer

Three

Apr 2020 - Mar 2021

Leading the design of native apps to assist 5M customers.

- Designed clean, accessible design system and interface
- Developed journeys based on personas and scenarios
- Conducted quantitative and qualitative research

Achievements include:

- Reduction in call centre complaints by 90% for app
- Increased conversion rate of registrations by 121%
- Increased NPS by 14 points

Certifications

Nielsen Norman Group

- Interaction Design Principles
- Mobile User Experience
- The Human Mind and Usability
- Information Architecture
- Persuasive and Emotional Design

Udemy

- Usability and User Experience

Pluralsight

- UX Design - Wireframing
- UX Design for Graphic Designers
- UX Fundamentals

Certitec

- Adobe Certified Associate
- Photoshop Masterclass
- Adobe Illustrator Advanced

Education

Graphic Design HND

Northbrook College

BA (Hons) Human Resources

Southampton University

Photography HND

Certitec

Advanced Business Studies

Farnborough Tech College

Interests

Ceramics, yoga, hiking, paddleboarding.

Senior Product Designer

Virgin Group

Jan 2020 - Apr 2020

Creation of a rewards and loyalty program to encourage cross-sell of products and services across Virgin brands.

- User interface designs for responsive website
- User flows and prototypes created for a variety of journeys
- Collaborated with partner companies to establish technical integration processes and flows

Senior Product Designer

Three

Jan 2018 - Dec 2019

Native app design for loyalty app provided to 1 million users.

- Produced user interface designs, wireframes, prototypes, brand guidelines and design library
- Improved the registration flow, onboarding, search, offer redemption and map usability
- Analysed customer feedback and analytics

UX/UI Designer

Vodafone

Jul 2017 - Jan 2018

Designed end-to-end journeys and responsive web pages for Vodafone's B2C website in an agile team.

- Collaborated with UX researcher to promote device launches, broadband and Pay As You Go products
- Atomic design principles used to create clear UI designs

Creative Designer

OLIVER

Nov 2016 - Jun 2017

Complete rebrand of FinTech platform Standard Life.

Design of digital dashboard, website and documents.

Lead Digital Designer

GAME

May 2016 - Oct 2016

Leading a small team, developing engaging digital campaigns and ensuring brand consistency.

Senior Creative Designer

Various Agencies

Nov 2013 - Apr 2016

Clients include Audi, Fiat, Jeep, Peugeot, Scania, Toyota, Volvo.

Graphic Designer

Frazer-Nash

Dec 2009 - May 2013

UI/UX designer for digital dashboards in electric vehicles.