

Hi, I'm Rebecca

An experienced Product Designer, certified by NN/g and Adobe. I create human-centred design solutions across digital projects in agile environments.



Portfolio: rebeccasmeeth.com

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Contact me

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07789 446237

Southampton, Hampshire

Skills

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

Software

- Adobe XD
- Sketch
- InVision
- Overflow
- Miro
- Adobe Photoshop
- Adobe Illustrator
- Jira
- Trello
- Teams

Lead Product Designer - App

Three

Apr 2020 - Present

Design of native iOS and Android experiences to assist five million app Three customers to self serve.

- Balanced user needs with business requirements
- Identified pain points and designed solutions to test
- Designed a clean, accessible design system and user interface and based on proven UX principles
- Developed journeys based on personas and scenarios
- Conducted quantitative and qualitative research including interviews, surveys and analytics datas
- Carried out user tests with high fidelity prototypes
- Collaborated with developers to ensure successful design handoff
- Presented designs to stakeholders and developers in an agile environment (Kanban).

Achievements include:

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

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
- High fidelity prototypes for user testing
- User flows created for a variety of journeys
- Collaborated with partner companies to establish technical integration processes and flows
- Worked in an agile environment (Scrum).

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

Senior Product Designer

Three

Jan 2018 - Dec 2019

Created native app designs for wuntu - Three's customer loyalty app provided to 1 million users.

- Produced user interface designs, wireframes, prototypes, brand guidelines and a 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
- Used atomic design principles to create accessible user interface 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

Developed engaging digital campaigns for new releases and ensured brand consistency in the team.

Senior Creative Designer

Various Agencies

Nov 2013 - Apr 2016

Design of websites, pitch documents, brochures, packaging and exhibition stands for various industries.

Clients include: Audi, Burberry, Burger King, Fiat, Heineken, ITV, Jeep, MTV, Peugeot, Scania, Toyota, Volvo.

Graphic Designer

Frazer-Nash

Dec 2009 - May 2013

UI/UX designer for digital dashboards in electric vehicles. Design of company websites and literature.