

# Rebecca Rastegar

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**Lead Product Designer** blending systems thinking, behavior-driven design, and cross-functional collaboration to craft intuitive, scalable experiences. Known for strategic leadership, design excellence, and mentoring designers in fast-paced, high-growth environments.

## PROFESSIONAL EXPERIENCE

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**Justworks**, New York, NY • Senior Experience Designer – Growth

06/2023 – 02/2025

Led high-impact initiatives across HR and compliance products, driving experience improvements for thousands of small business customers.

- o Owned end-to-end UX for onboarding and identity flows, increasing conversion while simplifying complex user journeys
- o Designed within ambiguous problem spaces, helping define strategy and metrics for emerging funnel areas
- o Mentored mid-level designers, contributing to hiring, onboarding, and design maturity
- o Created and maintained a scalable design system used across multiple teams
- o Shaped experimentation practices to drive measurable outcomes and foster a test-and-learn culture

**Vettery / Hired**, New York, NY • Senior Product Designer

11/2018 – 02/2023

Delivered thoughtful, scalable design solutions for a two-sided hiring marketplace used by recruiters and job seekers nationwide.

- o Improved recruiter workflows, increasing interview request-to-introduction conversion by 300%
- o Collaborated with PMs and engineers to ship re-engagement features that improved user retention by 27%
- o Facilitated design workshops, roadmap alignment, and user research to inform design direction
- o Mentored junior designers and helped evolve team processes for greater efficiency and quality

**Estee Lauder: Digital Technology & Innovation Group**, New York, NY • Senior UX Designer

12/2014 – 11/2018

Led UX for global commerce experiences, balancing brand identity with technical feasibility and accessibility.

- o Shipped AI-driven product recommendations that increased AOV by 25%
- o Defined and maintained a scalable component system across 10+ brand websites
- o Collaborated with cross-functional stakeholders to ensure user needs were embedded in digital strategy
- o Led design workshops and co-creation sessions to align stakeholders around experience improvements

**Parks By Nature Network**, New York, NY • UX/UI Designer

03/2012 – 12/2014

Designed mobile-first experiences for state park systems, used by millions of visitors nationwide.

- o Launched 36+ native apps, improving access to trail maps and park services
- o Conducted in-field user research and usability testing
- o Introduced reusable frameworks that reduced development time by 40%

**Rounded Corners Media**, New York, NY • UI Designer

06/2011 – 03/2012

Created interactive portfolio and e-commerce sites for boutique design clients, improving usability and brand alignments

## CORE SKILLS

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### **Design Leadership & Strategy**

Vision setting, end-to-end design, growth experimentation, team mentorship, roadmap alignment, design critiques

### **Execution & Craft**

Figma, prototyping, interaction design, design systems, data-informed design, accessibility standards, behavior-driven UX

### **Collaboration & Communication**

Cross-functional partnership, stakeholder engagement, agile workflows, research synthesis, storytelling, async collaboration

## EDUCATION

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*Growth Design Certificate • Growth Design School*

*UX Design Certificate • General Assembly*

*Printmaking & Art History • University of Hartford – Hartford Art School*