Rebecca Rastegar

Product Design Leader

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EXPERIENCE

Hired (formerly Vettery), Remote — *Senior Product Designer*

NOVEMBER 2018 - FEBRUARY 2023

- Led the end-to-end Agile design process working with product, engineering and other cross-functional stakeholders, from discovery through implementation to deliver a simple and usable experience for both sides of the Hired marketplace
- Conducted usability tests and user research to continuously learn more about our users' workflows, problems, motivations, and needs
- Collaborated with Product Managers to discover key customer problems and align on solutions
- Facilitated brainstorm sessions with stakeholders to better understand workflows and create solutions leveraging the best of the best ideas to solve customer problems
- Generated journey maps, wireframes, prototypes and low and high fidelity designs and prepared design briefs of all possible solutions for stakeholders
- Created and implemented a new design process integrating 2 companies best practices following a merger
- Worked with the product design team to deliver a new design system to create consistency and harmony across the marketplace
- Mentored 3 Junior Product Designers

Estée Lauder Companies, New York — *Senior UX Designer*

DECEMBER 2014 - NOVEMBER 2018

- Led the design efforts in collaboration with product, engineering and business/brand stakeholders for the Digital Technology & Innovations Group to help brands develop and launch their digital omni presence while leveraging technologies such as AI and ML
- Led design for projects across the entire product lifecycle from discovery and ideation to wireframes, UI design and product launch
- Created UX best practices for conducting user testing, documenting and sharing learnings
- Managed and mentored 2 Junior UX Researchers and Designers

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

MARCH 2012 - DECEMBER 2014

- Led end-to-end design process for multiple iOS & Android native apps

Rounded Corners Media, New York — *UI & Production Designer*

JUNE 2011 - MARCH 2012

- Created and distributed iOS apps for interior designers

SKILLS

Design: Agile Development · User flows · Concept Sketches · High & Low Fidelity · Wireframes & Mockups · UI Graphics · Strategy & Vision Presentations · Production Redlines · Design System · Rapid Prototyping

Tools: Figma · Zeplin · Invision · Sketch · Amplitude · FullStory · Looker · Hotjar

Research: Data Analysis · Task Analysis · Persona Building · A/B Testing · User Journeys · Observation · Usability Testing · Surveys · User Interviews

Collaboration: Facilitating & Organizing Focus Groups & Brainstorm Workshops · Facilitating Design Critiques · Self Starter · Detail oriented · Flexible · Effective Communicator

EDUCATION

General Assembly – UX Design (2014)

University of Hartford – Hartford Art School, BFA (2010)