Rebecca Rastegar

Stamford, CT • (203) 273-1005 • rebeccarast@gmail.com • www.rebeccarastegar.com

Senior Product Designer | Complex Systems | UX Strategy & Research

Strategic and impact-driven Senior Product Designer with 10+ years of experience simplifying complex B2B and B2C workflows across marketplaces, HR tech, wellness, and retail. Proven ability to lead 0→1 initiatives, shape product direction through discovery, and partner cross-functionally to solve high-impact problems. Equally comfortable in ambiguity or scale, I use research, rapid prototyping, and system thinking to deliver experiences that drive measurable outcomes.

PROFESSIONAL EXPERIENCE

Justworks *New York, NY • Senior Experience Designer – Growth*   *06/2023 – 02/2025*

HR/Payroll SaaS Platform – Designed and optimized complex HR workflows, improving onboarding and internal tool efficiency through data-driven UX strategy.

- Simplified PEO enrollment and benefits workflows, resulting in a **20% increase in task completion** across employer onboarding.
- Partnered with product and engineering to define strategy and lead design for internal tools, **reducing support ticket volume by 25%**.
- Conducted discovery and usability testing to validate high-impact product flows; drove iteration based on Amplitude and FullStory insights.
- Created scalable UI patterns and contributed to the shared design system to increase delivery speed and consistency across teams.

Vettery / Hired *New York, NY • Senior Product Designer*   *11/2018 – 02/2023*

B2B/B2C Hiring Marketplace –Led marketplace and recruiter experience redesigns, boosting conversion and engagement by simplifying workflows and surfacing overlooked talent.

- **Increased recruiter conversion by 300%** by redesigning matching workflows based on qualitative interviews and task analysis.
- **Improved recruiter onboarding by 40%**, simplifying dashboards and decision paths with clearer IA and contextual guidance.
- **Launched the "Similar Candidates" feature to improve visibility** of overlooked talent, increasing profile views and engagement across the marketplace.
- **Improved employer response rates** by redesigning the IVR decline flow to reduce low-intent candidate visibility and strengthen marketplace liquidity.

Estee Lauder: Digital Technology & Innovation Group *New York, NY • Senior UX Designer*   *12/2014 – 11/2018*

Delivered high-impact digital tools across global beauty brands, including loyalty, booking, and clienteling apps that improved retention and sales.

- **Led end-to-end UX for the Aveda Pure Privilege loyalty app**, enabling 1M+ members to track rewards, link online and offline accounts, and increase redemption and retention.
- Solved backend disconnects between loyalty and e-commerce systems with redesigned account flows and user journeys.
- **Increased appointment show-up rates and scheduling efficiency** by designing MAC's first online booking tool across desktop and mobile.

- **Boosted pilot store sales by 50%** by designing the Bobbi Brown Face Chart iPad app, replacing paper workflows with digital client profiles and follow-ups.

Parks By Nature Network, *New York, NY • UX/UI Designer*   *03/2012 – 12/2014*
Designed and launched 36+ native iOS and Android apps for millions of outdoor enthusiasts across U.S. state park systems.

Rounded Corners Media, *New York, NY • UI Designer*   *06/2011 – 03/2012*
Digitized portfolios and designed mobile experiences for interior designers showcasing their offerings.

CORE SKILLS

UX Design: Wireframing, prototyping (Figma), responsive + mobile-first design, accessibility (WCAG)

Strategy & Execution: End-to-end product design, journey mapping, experimentation, data-informed iteration

Collaboration: Product/engineering alignment, stakeholder facilitation, async documentation, Agile teams

Research: User interviews, usability testing, behavioral analytics (FullStory, Amplitude, Looker, Hotjar, Heap)

Systems: Design systems, scalable UI patterns, component libraries, cross-platform alignment

Industries: HR tech, marketplaces, e-commerce, beauty, wellness, B2B SaaS

EDUCATION

Growth Design Certificate – Growth Design School

UX Design Certificate – General Assembly

BFA: Printmaking & Art History – University of Hartford, Hartford Art School