

REBECCA KILLPACK

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LINKEDIN: LINKEDIN.COM/IN/REBECCA-KILLPACK-UXUIDESIGNER

PORTFOLIO: WWW.UXUIREBECCA.COM

UX/UI designer with a background in graphic design, trained at Salt Lake Community College and earned a certificate in UX/UI Design from the University of Utah. Skilled in Adobe Creative Suite including Photoshop, Illustrator, InDesign, XD, as well as user-centric design research with proficiency in delivering user experiences across desktop, mobile, tablet, and other channels. As a senior graphic designer, collaborated with a team to successfully meet branding and technical requirements for various digital projects including websites/landing pages, logos, email campaigns, and social media content creation as well as a wide array of print projects. Strengths lie in defining and executing design strategies built on a deep understanding of both user and business needs. Specializing in user research, usability testing, information architecture, and interaction design, aiming to create interfaces that delight users, bring them joy, and increase brand loyalty.

SKILLS

TECHNICAL:

Adobe CS (Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, and XD); Figma; Sketch; Miro; HTML, CSS, JavaScript; AEM, Wordpress, Wix

UX/UI:

User Research, Usability Testing and Analysis, Visual Prototyping and Wireframing, User Interface Development, Information Architecture, Atomic Design, UI Grids and Composition, Color Theory, Heuristic Evaluation, Typography, Interaction Design and Iconography, Storyboarding, Decision Flow Diagrams, User Need Identification, User Experience Interviewing, Affinity and Empathy Mapping, Persona Creation, User Journey, Storyboarding, Insight Synthesis, Competitor Feature Analysis

PROJECTS

THERO MOBILE APP | [HTTPS://WWW.UXUIREBECCA.COM/THERO](https://www.uxuirebecca.com/thero)

ROLE: UX/UI DESIGNER, FREELANCE

Collaborative design of mental health care app that matches users with local, compatible providers, eliminating the current time-consuming and frustrating research methods.

TASKS / RESPONSIBILITIES | User Interviews, User Research and Analysis, Persona Creation, User Experience Design, Interaction Design, Wireframing, Prototyping, In-Person User Testing;

TOOLS | Figma, Miro, Trello

PEOPLE HELPING PEOPLE NON-PROFIT WEBSITE REDESIGN |

[HTTPS://WWW.UXUIREBECCA.COM/PEOPLE-HELPING-PEOPLE](https://www.uxuirebecca.com/people-helping-people)

ROLE: UX/UI DESIGNER, FREELANCE

Collaborative analysis and redesign of local non-profit organization website, People Helping People, in order to improve user trust and confidence, and increase donations through the site.

TASKS / RESPONSIBILITIES | User Interviews, User Research and Analysis, Persona Creation, User Experience and Interaction Design, Wireframing, Prototyping, Comparative Analysis, In-Person User Testing;

TOOLS | Figma, Miro, Trello

PORTIA SNOW STUDIO E-COMM |

ROLE: UX/UI DESIGNER, FREELANCE

Collaborative analysis and redesign of web and mobile for client Portia Snow, focusing on e-comm capabilities with a highly usable interface and a clear, meaningful brand identity that generates user trust, resulting in increased purchases.

TASKS / RESPONSIBILITIES | Stakeholder Interviews, User Research and Analysis, Wireframing, Prototyping, Competitive Analysis, In-Person User Testing, Heuristic Evaluation, Ideation and Iteration;

TOOLS | Figma, Miro, Trello, Canva

EXPERIENCE

CHARITYRX

MIAMI, FL

UX/UI DESIGNER (REMOTE)

MARCH 2022-PRESENT

Collaborate with marketing team on marketing, ad campaigns, and direct mailers; design, update, and maintain physical and digital collateral for use by sales reps on corporate websites using Wix; design and distribute digital newsletter using Wix; maintain tracking for marketing programs, donations, and volunteer projects; Write, edit, design, and post content and articles for blog using Wordpress; collaborate with programmers on blog design and functionality.

KEY ACCOMPLISHMENTS

CREATED TEMPLATES FOR SOCIAL MEDIA AND NEWSLETTER DESIGNS; CONSISTENTLY EXCEED MANAGEMENT'S EXPECTATIONS FOR MEETING DEADLINES AND QUALITY OF WORK.

BROWNING

MOUNTAIN GREEN, UT

UX/UI / VISUAL CONTENT DESIGNER

AUG. 2016-MARCH 2022

Brainstormed and collaborated with marketing, product management and advertising teams on marketing, ad campaigns, and product names; designed, updated, and maintained photos, art, and copy on corporate websites using Basecamp and AEM; designed and distributed digital newsletter using iContact; Designed and illustrated icons, logos, and detailed technical illustrations to show product functionality for print and web applications; Developed, implemented, and monitored standards for packaging print quality for use by product managers, vendors, and licensees worldwide to ensure consistency, quality, and a cohesive brand identity at retail; Assisted copywriters to maintain consistency in catalog, advertising, packaging, and website copy and other writing tasks as needed.

STANDARDIZED ALL CONSUMER PACKAGING ACROSS MULTIPLE PRODUCT LINES, CREATING BRAND CONSISTENCY AT RETAIL LEVEL; ASSISTED IN UPDATING CORPORATE WEBSITE LOOK AND FEEL FOR OVER 1,500 PRODUCT ECOMMERCE PAGES; INCREASED DIGITAL NEWSLETTER INTERACTION BY 45%.

HUNTIN' FOOL MAGAZINE & HUNTING CONSULTING

CEDAR CITY, UT

PUBLICATION MANAGER / SENIOR GRAPHIC DESIGNER

FEB. 2013-JULY 2016

Created and maintained look and feel of 80-140 page monthly publication; Layout and design of stories, articles, titles, and graphic elements, edited photos for color balance and "digital taxidermy"; Concepted, designed, and illustrated logos for corporate identity, style guide, letterhead, decals, and marketing including brochures, tickets, envelopes, direct mailers, custom dies for folding, cutting, and scoring, web ads, banners, and email graphics; Tracked press deadlines, shipping, orders, quotes, and invoices, first point of contact for printing press representatives for any issues during printing, publishing, and distribution; Designed and optimized web banners, landing pages, and email graphics for web marketing and posted to the corporate website using Wordpress.

CONSISTENTLY MET EXTREMELY SHORT AND DEMANDING DEADLINES TO PRODUCE AND DELIVER A LARGE, DESIGN-HEAVY MONTHLY PUBLICATION FOR PRINT AND WEB; REDESIGNED COMPANY IDENTITY; MANAGED WORKFLOW FOR A TEAM INCLUDING GRAPHIC DESIGNERS, ASSISTANT, AND COPYWRITER/EDITOR.

ADDITIONAL EXPERIENCE

- Graphic Designer, Storytellers Scrapbooking Club, Cedar City, UT
- Sr. Graphic Designer, Decorworx, Cedar City, UT
- Sr. Graphic Designer, Associated Food Stores, Salt Lake City, UT

EDUCATION

- University of Utah – Salt Lake City, UT
General Studies/Art
Professional Certificate, UX/UI, 2021
- Salt Lake Community College – Salt Lake City, UT
AAS Graphic Design/Multimedia, 2002