REBECCA DEITCH
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SKILL SET

- Quantitative and Qualitative Research
- Information Architecture
- User Center Design Methodology
- Site Maps
- Wireframes
- Prototypes
- Process Flow Diagrams
- Content Strategy
- HTML, HTML5, CSS, & JavaScript
- Section 508 & W3C Accessibility

SOFTWARE / PROGRAMS

- Axure
- WordPress
- Adobe Photoshop, InDesign and Illustrator
- OmniGraffle
- Google Analytics
- CMS

PROFESSIONAL EXPERIENCE

User Experience Researcher (Contract)
Kore1 for Kingston Technology, Fountain Valley, CA February 2017-Present
- Ran user research for all projects
- Created research plan for each project and determined the best method
- Conducted in-person mobile testing, remote usability testing, heuristic evaluations, card sorting, benchmark study, and A/B tests
- Created personas, journey maps and competitive analysis
- Analyzed usability research findings, wrote reports with recommendations for improvement
- Made sure all designs followed Section 508
- Used OmniGraffle and Axure to create deliverables
- Created wireframes, mockups, prototypes, and site maps using Axure
- Created taxonomies, navigation scheme, and hierarchy using OmniGraffle

Information Architect
ICF International, Rockville, MD February 2016 – May 2016
- Developed deliverables that created an easy and clear understanding of the information hierarchy
- Created wireframes for desktop and mobile devices using Axure
- Conducted interviews, moderated usability studies for large scale websites, mobile (Apple and Android) and documented results
- Wrote screeners, moderator guides, testing plans, research reports, findings and recommendations report and presented results
- Recruited users to participate in both in-person and remote user testing sessions
- Ran usability tests for websites and mobile sites using GoToMeeting and Reflector
- Created key artifacts including user stories, user acceptance criteria, user interfaces, workflows

- Collaborated with cross-functional teams i.e. Visual Design, Interaction Design, Product Managers, and Project Managers
- Stayed a top of UX and SEO trends by researching and updating the team

Digital Strategist/ User Experience Designer
In2itive Search, Portland, OR April 2015 – September 2015
- Optimized partner's websites for best performance on the search engines
- Conducted interviews, document analysis, workshops, surveys
- Built and designed stories about In2itive Search and the website to help create deliverables
- Analyzed Hotjar data and engagement on Google Analytics to create interface solutions for completion of user tasks within the In2itive Search website
- Developed deliverables that created a clear and easy to understand information hierarchy
- Worked closely with web development team to understand the constraints within WordPress and tailored designs
- Ran a card sort to improve the navigation and categories of the site
- Created task flows, site maps, and wireframes using OmniGraffle

Marketing Assistant –Contract
Fluid Research, Tustin, CA October 2014- March 2015
- Built and designed stories to help create deliverables
- Took business requirements and created prototypes, wireframes and sitemaps, which were presented to stakeholder
- Improved organic ranking by cleaning up web presence
- Cleaned up and improved all PDFs with accurate product information
- Coded pages in accordance with effective SEO practices
- Used problem solving skills to fix Google Analytics
- Cleaned up penguin and panda hits
- Created logos and PDFs using Photoshop

User Experience Designer
Steeletto, Online, June 2011- July 2012, January 2013 - September 2014
- Received positive feedback after the first issue was released
- Interviewed women to create business requirements
- Developed deliverables that created a clear and easy to understand information hierarchy
- Created low fidelity and high fidelity wireframes, site map and prototypes
- Ran usability tests on paper prototypes and high-fidelity version of site
- Updated site when new content was available

SEO and Social Media Consultant
Squeegee Pro Costa Mesa December 2011- January 2014
- Consultant on social media listings and the best way to engage customers

EDUCATION

Kent State University, Online, 2016
Master of Science in Information Architecture and Knowledge Management
Concentration: User Experience Design

University of California Irvine-Extension, Irvine, CA, 2014
Certificate in Web Design and Development

Whittier College, Whittier, CA, 2008
Bachelor of Arts in Political Science