Rebecca Pariser

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Experience

UI / UX DESIGNER at BIG TOMORROW, Jul 2014 – Apr 2017
Designed responsive websites, mobile apps, icon systems, illustrations, workshop assets, and decks
Researched and developed interfaces with concepting, wireframes, user research, and user testing
Developed visual design concepts and applied them to product flows across different screen sizes
Healthcare, education, and entertainment projects; users include children, elderly, scientists & teachers

UI / UX DESIGNER at CLOUD CITY DEVELOPMENT, Jan 2014 – May 2014
Redesigned Cloud City website, acquired and created visuals, and delivered final assets
Designed client MVP with sitemap, wireframes, UI design, and user tests using clickable prototypes

DESIGN INTERN at AMAZON LAB126, May 2013 – Nov 2013
Supported interaction design and visual design for the first generation Amazon FireTV
Researched industry trends, led brainstorming sessions, developed layouts, user flows, and visuals
Responsible for SDK Sample App and UX Guidelines, including structure, content and graphics
Created pixel-perfect final assets and spec; worked with engineers on design QA

GRAPHIC DESIGN INTERN at BLUEWOLF, Feb 2013 – May 2013
Designed company materials including business cards, slide decks, documents and infographics
Worked with internal and external clients to design custom websites and GUIs

DESIGNER for CITRUS LANE, Jul 2011 – Jul 2012
Created online ad campaigns, product pamphlets, and branded collateral for baby product start up

FREELANCE DESIGNER for VARIOUS CLIENTS, Jul 2010 – present
Designed and built websites, logos, presentations, and collateral for professionals and small businesses

Education

MFA from ACADEMY OF ART UNIVERSITY, 2010 – 2014
Graphic Design, with courses in App Design and Web Design; Thesis on connecting travelers & locals

BA from STANFORD UNIVERSITY, 2006 – 2010
Major in Comparative Literature and minor in Creative Writing; Member of Phi Beta Kappa Honor Society

Interests

CLASSES
Tufte, Typeface Design at Cooper Union

AIGA
SF chapter member; AAU AIGA Student Group

TRAVEL
Including Europe, Morocco, India, Vietnam, Cambodia, Bangladesh, UAE, South Africa, Chile, Honduras, Japan, Mexico and Canada

OUTDOORS
Including skiing, hiking, and car camping

Skills

DESIGN
Photoshop, Illustrator, InDesign, Keynote, Sketch, InVision, Principle

CODING
HTML, CSS, basic Javascript

BLOGGING
Author of pixelandpilcrow.com on designing reading experiences, with 9,500+ followers

SOCIAL MEDIA
Twitter, Facebook Pages, Wordpress, Instagram