

Rebecca Lewis

User Experience Designer & Researcher | London

Portfolio: rebeccalewisux.com

LinkedIn: in/Rebeccalewis94/

Rebeccalewis9494@gmail.com

EXPERIENCE

Vhi Healthcare, Ireland — *UX Researcher*

MAR 2023 - PRESENT

Led user experience research for Vhi Healthcare's public facing digital channels (website, web portal & app).

Contact Us Project: Led user research to revamp the Contact Us page and create a new Help & Support Centre. Collaborated with a diverse team in developing 44 FAQs and re-designing the enquiry form for a more streamlined customer experience. Iteratively tested prototypes and provided mentorship to junior researchers.

- **Outcomes:** Reduced bounce rate by 14% and exit rate by 50%.
- **Business value:** Increased opportunities for customers to self-serve online. New opportunities for customers to streamline enquiry forms to the correct teams.

Allied Irish Banks, Ireland — *UX Designer*

JAN 2022 - MAR 2023

Led user experience design and research on AIB's business banking portal, new business banking mobile app as well as internal staff projects.

Mobile Payments Project: Conducted evaluative user research of designs for the business app payment journey. Users struggled to understand the language and terminology listed in the 'Purpose of Payment' screen (a mandatory step in the journey).

- **Outcomes:** Worked with internal stakeholders to transform how the content on this step is presented to users to make the language more user friendly & easier to understand.
- **Business value:** Implemented changes across both personal and business banking mobile to reduce friction in the users' experience.

Allied Irish Banks, Ireland — *UX Design Intern*

NOV 2021 - DEC 2021

Collaboratively worked with other UX designers on their projects in the personal mobile banking team & internal staff projects.

EDUCATION

Institute of Art, Design and Technology, Ireland

SEPT 2021 - MAY 2023

Master of Science in User Experience Design

Dundalk Institute of Technology, Ireland

JAN 2021 - JAN 2022

Certificate in User Experience Design

Dublin City University, Ireland

SEPT 2013 - MAY 2018

Bachelor of Science in Childrens and General Nursing Integrated

SKILLS

Soft Skills — Leadership (mentoring & teaching), Communication, Cross-Functional Collaboration, Teamwork, Presenting, Design Thinking, Storytelling, Stakeholder Engagement.

Research — User Research (Interviews, Usability Testing, Focus Groups, Cart Sorting, Tree Testing), Quantitative Analysis, Design Strategy.

Maecenarte, Germany — *UX Design Intern*

MAY 2021 - JUL 2021

Led the redesign of Maecenarte's customer facing website. Performed usability testing, competitor analysis, stakeholder interviews, persona creation, wireframes, and high-fidelity prototypes. Created research decks and presented to stakeholders to advocate for the UX design process and design thinking across the team.

OTHER EXPERIENCE

CPL Nursing Agency, Ireland — *Registered Nurse*

JUL 2021 - JAN 2022

Adapted to COVID-19 related nursing roles across Offaly Vaccination Centre, Tullamore Hospital & Tullamore COVID Testing Centre during the COVID-19 pandemic in Ireland.

Your Nursing Agency, Australia — *Registered Nurse*

MAY 2020 - JUL 2020

Worked in a range of clinical and non-clinical settings (hospitals, pop up testing sites & quarantine hotels) during the COVID-19 pandemic in Melbourne, Australia.

Royal Children's Hospital, Australia — *Registered Nurse*

NOV 2019 - JUL 2020

Worked as part of a multidisciplinary team to deliver excellent care to medical and surgical paediatric patients and their families.

Monash Children's Hospital, Australia — *Registered Nurse*

OCT 2018 - OCT 2019

Worked as part of a multidisciplinary team to deliver excellent care to surgical paediatric patients and their families in Australia.

Belmore Nursing Agency, Australia — *Personal Care Assistant*

MAY 2018 - OCT 2018

Worked in the care of the elderly sector to promote independence with activities of daily living and dignity.

AWARDS

Institute of Art, Design and Technology, Ireland

MAY 2023

Student of the Year Award in User Experience Design

SOFTWARE

Figma, Sketch, Invision, Adobe Creative Suite.

TECHNICAL

Programming (HTML, CSS, Javascript, JQuery).