

# Rebecca Lewis

User Experience Designer | London

**LinkedIn:** [in/RebeccaLewis94/](https://www.linkedin.com/in/RebeccaLewis94/) | **Email:** RebeccaLewis9494@gmail.com

## EXPERIENCE

### Product Researcher (UX/UI), Vhi Healthcare - Ireland

MAR 2023 - PRESENT

- As a product researcher at Vhi, I am responsible for leading user research projects across Vhi's B2C digital channels (public website, member's web portal & app) under an agile methodology.
- My responsibilities include: planning, executing and analysing a range of generative and evaluative research studies. I am proficient in a range of quantitative and qualitative research methodologies including interviews, usability testing, focus groups, co-design workshops, surveys and card sorting.
- Delivery of research insights to stakeholders via compelling presentations and effective storytelling.
- Working as part of a cross-disciplinary team of researchers, designers, developers, business analysts, data analysts, product owners, product managers and content writers.
- Analysis of quantitative web and app usage data to evaluate how our sales funnels and digital journeys are performing.
- Successful shipment of multiple impactful digital solutions, as evidenced by metrics benchmarking & post-launch monitoring.

### Product Designer (UX/UI), Allied Irish Banks - Ireland

JAN 2022 - MAR 2023

- As a Product Designer at Allied Irish Banks (AIB), I was responsible for design and research across AIB's Business Banking channels (website, web portal and new business banking app).
- My role involved: leading end-to-end design projects, from initial ideation to final implementation, while effectively managing timelines, resources, and stakeholder expectations.
- Anticipated and addressed stakeholder needs through proactive communication, regular updates, and solicitation of feedback throughout the project lifecycle.
- Collaborated closely with business stakeholders and developers via ideation workshops to generate design solutions to user problems, in line with business objectives.
- Iteratively tested and refined designs based on user feedback and usability testing to drive continuous improvement.

## 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, Card Sorting, Tree Testing), Quantitative Analysis, Design Strategy.

## **Product Design Intern (UX/UI), Allied Irish Banks - Ireland**

NOV 2021 - DEC 2021

- As a Product Design Intern at AIB, I collaboratively worked with other UX designers on their projects in the personal mobile banking team & internal staff projects.

## **Product Design Intern (UX/UI), Maecenarte - Germany**

MAY 2021 - JUL 2021

- As a Product Design Intern working in a Berlin-based art marketplace start-up, I worked collaboratively with the product, content and development team to improve the company's landing page design.
- Planned, executed and analysed user research studies to identify user needs and expectations to inform designs.
- Developed designs to appropriate fidelities throughout the project lifecycle, starting with low fi sketching, wireframing and high fidelity prototyping in Figma.
- Iteratively tested prototypes with users and refined designs based on user needs and business goals.
- My role and responsibilities also included: UI / User interface design, content design and creation of icons/illustrations in line with brand strategy.

## **OTHER EXPERIENCE**

### **Registered Nurse, Multiple Hospitals & Nursing Agencies - Ireland and Australia**

MAY 2018 - JAN 2022

- As a registered paediatric and general nurse I worked primarily in the clinical setting on hospital wards.
- Adapted to COVID-19 related nursing roles in Ireland and abroad (vaccinator, COVID-19 testing sites & quarantine hotels).
- Worked as part of a multidisciplinary team to deliver nursing care to medical and surgical paediatric patients and their families.
- Experience gained in the care of the older person sector to help residents with their activities of daily living, promote quality of life and support independence.

## **AWARDS**

### **Institute of Art, Design and Technology, Ireland**

MAY 2023

Student of the Year Award in User Experience Design

## **SOFTWARE**

Figma, Sketch, Invision, Photoshop, Illustrator.

## **TECHNICAL**

Programming (HTML, CSS, Javascript, JQuery).