



Product Designer
www.beccawalsh.com

beccaisane@gmail.com
(727)273-5456

PROFESSIONAL EXPERIENCE

Senior / UX Designer, Ad Hoc, LLC (Remote) Oct 2019 - Present

- Planning and conducting research studies with both stakeholders and Veterans
- Conceptualizing, designing, and spec'ing three high-visibility applications for millions of Veterans on VA.gov
- Utilizing and contributing to the Formation design system to create and accessible experiences for VA.gov

AVP Lead UX Designer, Bank OZK Innovation Labs (Saint Petersburg, FL) Apr 2017 - Oct 2019

As the sole designer serving a team of 35, I lead research and design for 5 distinct products, from customer-facing native mobile apps to internal desktop applications. For each product, I conduct user research, define user flows and journeys, design interactive prototypes, and perform usability testing before design handoff.

- Introduced remote generative and evaluative user research into OZK's product lifecycle
- Created and managed the development of Bank OZK's first Design System
- Facilitated design thinking workshops for emerging product directions and redesigns
- Managed ongoing accessibility improvements for online systems bank-wide

UX Design Intern, Mercury New Media (Tampa, FL) Oct 2016 - Apr 2017

As a designer at Mercury, I led design for several key accounts and internal initiatives. I was a roaming resource for multiple dedicated scrum teams at a time. My primary responsibilities were establishing user personas, facilitating design activities, and producing low- to high-fidelity prototypes for testing and development handoff.

- Defined design direction for Mercury's brand new CRM / Extranet application
- Led design kickoffs and exercises for cross-functional scrum teams to unify product vision and align expectations amongst team members

UX / UI Designer Freelancer, Various (San Francisco Bay Area, CA) June 2015 - Present

- Lead researcher and designer of Lunchpool App
- Completed competitive analyses, UI concepts, and interactive prototypes for various Bay Area companies.
- Lead design for the MVP of a stealth mode AI startup's internal tool.

UX Design Intern, Balboa Park Online Collaborative (San Diego, CA) Dec 2013 - April 2014

- Assisted with the design and implementation of park-wide interactive displays and ticketing kiosk.
- Performing data and requirements gathering utilizing quick, contextual surveys around the park.

Research & Lab Assistant, Distributed Cognition & HCI Lab, UCSD (La Jolla, CA) April 2013 - Sept 2013

EDUCATION

University of California, San Diego Fall 2011 - Fall 2015
B.S. in Cognitive Science, Human-Computer Interaction Specialization

PROFESSIONAL SKILLSET

- | | | |
|---|-------------------------|----------------------------|
| - Generative & Evaluative User Research | - Storyboarding | - Usability Testing |
| - Competitive Analysis | - User Interface Design | - Information Architecture |
| - Microcopy / UX Writing | - Interaction Design | - Visual Design |
| - User Journey Mapping | - Sketch + Invision | - Accessibility |