

## Rebecca Marshall

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### Summary

- Eight years in user experience design, four years in product and project management
- Proven ability to lead user-centered design projects from conception to execution.
- Strong track record of achieving tangible business results
- Design skills include information architecture, interaction design, usability testing, content strategy, copywriting and high level business strategy

### Professional Experience

- 2004-2009 **User Experience Lead**, Razorfish, San Francisco, CA  
Razorfish is a leading international digital design and media agency with a long list of Fortune 500 clients as well as innovative, growing companies.
- Key Accomplishments:**
- Led the experience design process for the Wired.com redesign. Increased ad revenue by 300% within the first year
  - Worked with clients directly to create a vision for uniting solid design with key business goals. Clients included: Visa, McAfee, NASA, Singapore Airlines, Sun Microsystems
- Responsibilities:**
- Led design teams throughout execution of project vision from start to finish
  - Operated as visionary as well as tactical designer for large projects including initial conceiving, competitive audits, usability & market research, content strategy, and interaction/architecture design documentation
  - Participated in business development preparations as well as internal process improvements for the agency
  - Regularly made key presentations to clients and led collaboration sessions with multi-disciplinary teams internally and externally
- 2004 **Content Strategy**, Intuit, Mountain View, CA  
Intuit is the market leader in personal and business financial management software, including products such as TurboTax, Quicken, and QuickBooks.
- Key Accomplishments:**
- Created content management process to accommodate production of the 300+ page yearly launch of Quickbooks.com
  - Defined guidelines and requirements for all web content development
- Responsibilities:**
- Managed end-to-end content development process uniting a cross-functional team of brand managers, project managers, writers, designers and engineers
  - Defined guidelines and requirements for all web content development
  - Developed templates and mockups based on UI design specifications
  - Worked closely with engineering to ensure accurate and timely coding of content
- 2002-2003 **User Experience Designer**, Vodafone Group, Plc., Walnut Creek, CA  
Vodafone is one of the world's largest mobile telecommunications network companies, serving over 112.5 million customers worldwide.
- Key Accomplishments:**
- Designed major UI components for international intranet to be used in Vodafone's local operators
  - Managed deliverables on aggressive schedules and tight budgets
  - Created design efficiencies that resulted in 10% savings on project budget
- Responsibilities:**
- Designed user experience for globally deployed mobile and web software products for corporate and consumer audiences
  - Authored all user interface specifications (mockups, wireframes) and information architecture documents (sitemaps, flows)
  - Worked with business analysts to interpret marketing requirements and define functionality to create user-focused products
  - Led design reviews with cross-functional teams to ensure accuracy and quality of implementation
- 2001 **Senior Producer - User Experience**, iMotors, San Francisco, CA  
iMotors offered an online custom-order car-buying service with locations throughout the U.S.
- Key Accomplishments:**
- Managed complete redesign of e-commerce website in 10 weeks

- Established and maintained company-wide product management methodology and project life cycle processes for a 500-person organization
- Worked with engineering, operations, and customer support to create solutions that increased product exposure and decreased support costs by 5%

**Responsibilities:**

- Led cross-functional teams in turning business initiatives into web solutions
- Authored all functional/UI specifications and drove the creation of marketing requirements documents
- Collected, evaluated, and prioritized product requirements from customers and internal departments
- Worked closely with engineering and creative teams to implement expanded product features
- Monitored site performance and presented results to executive teams

1999-2000 **Product Manager**, Niku Corporation / bSource.com, San Francisco, CA  
 Niku Corporation develops enterprise portfolio management software for companies including 3M, Phillips, Unilever, and major publications such as Fortune, and Wall Street Journal.

**Key Accomplishments:**

- Established and managed web production department of 10
- Implemented user enrollment campaigns that increased registrations by 20%

**Responsibilities:**

- Created and implemented product management and web development processes. Led UI/visual design processes
- Managed all development projects including launch and growth of application in four vertical markets, reporting applications, and promotional tools
- Collected, evaluated, and defined product requirements from customers and internal departments
- Prioritized product enhancements based on business, engineering, and marketing needs
- Authored functional specifications, UI, and information architecture documents

1997-1999 **Digital Media Producer**, frogdesign, San Francisco, CA  
 frogdesign is an international product, brand and digital media design company whose Fortune 500 clients include Apple, Kodak, Dell, and Disney.

**Key Accomplishments:**

- Clients included LATimes.com, Virgin Records, Intel Corporation, and Panasonic
- Revamped creative and development processes to improve quality of deliverables as well a 15% decrease in delivery time to clients

**Responsibilities:**

- Managed internal teams and client relationships from project inception to project completion and maintenance
- Managed schedules, budgets, contractors, third-party vendors and client tools
- Wrote project documentation including creative and strategy briefs
- Contributed to new business development including research, competitive analysis, and proposal writing

**Skills/Software**

- Thorough understanding of user experience design methodologies
- Strong ability to adapt key design processes to an Agile or waterfall environment (or something in between)
- Thorough understanding of formal project management and engineering methodologies
- Proficient in Office, Visio, Photoshop, Illustrator
- Strong understanding of how to leverage current web technologies in mind including CSS, HTML, Web 2.0, etc.
- Experience leading a variety of design research including: focus groups, in person & remote usability testing (prototypes & live sites), survey

**Education**

1996 Bachelors of Arts, **University of California at Santa Cruz**, Santa Cruz, CA  
 Modern Literary Studies, emphasis in Gothic Literature and Literary Theory  
 Phi Beta Kappa