

# REBECCA MARSHALL

## USER EXPERIENCE DESIGN & RESEARCH LEADER

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### ABOUT

I live to detangle complex, thorny problems and to lead teams to create simple, actionable, and measurable design solutions. I have a strong track record of establishing and growing UX design and research practices in fast-paced, high-growth, and highly successful companies and I'm dedicated to creating diverse and talented teams that excel as strategic business partners.

- Product Strategist
- Design Thinking Evangelist
- Culture & Team Builder
- Mentor/Coach/Cheerleader
- Skilled Negotiator
- Quantitative & Qualitative Research Advocate

### EXPERIENCE

**Senior Director, User Experience, Design, Research, Silicon Valley Bank**  
2015-2019 | San Francisco, CA

- Built the bank's first internal UX Design and Research practice from scratch in less than 1 year. Hired 5 designers & researchers, forged all design processes and collaboration models, and found an ace design agency to help tackle rapidly expanding business needs
- Launched fully-redesigned, global client dashboard that helped clients complete their critical financial tasks which increased client satisfaction, reduced maintenance costs and client support calls around repetitive issues
- Served on Product Management leadership team overseeing all digital channels, working directly with C-suite and executive sponsors for continued investment in major design efforts
- Transformed SVB's digital identity and spearheaded the creation of a comprehensive design system to speed up design and engineering cycles by leading internal team of 15 plus external design agency through a comprehensive, cross-device, visual redesign
- Cemented design thinking as part of SVB's DNA through extensive education and evangelism of the human-centered design process across all disciplines

**Group Manager, User Experience, Adobe**  
2012-2015 | San Francisco, CA

- Re-established a UX discipline focused on Adobe.com, including building a team of designers and revamping studio processes to adhere to a human-centered design process
- Won over skeptical executive stakeholders for approval of high-impact redesign concepts which helped transition Adobe from a box software company to a subscription service

### EDUCATION

**Bachelor of Arts**  
**University of California at Santa Cruz, Santa Cruz, CA**

Modern Literary Studies,  
emphasis in Psychoanalytic  
Literary Theory

Graduated Phi Beta Kappa

- Directed a large-scale redesign of the site within first 7 months which led to a 19% increase in conversion and a 23% increase in try-to-buy downloads
- Appointed by leadership to Product Management tiger team to serve as UX expert in studs-up reimagining of adobe.com from marketing vehicle into product experience which resulted in an additional 21% increase in conversion and a 38% increase in try-to-buy downloads
- Championed responsive design and launched Adobe.com 's first responsive experience, establishing a mobile-first precedent for all future launches
- Steered web strategy group's user testing strategy to make better use of budget, better blend quantitative and qualitative analysis, slash inefficient test efforts, and get high-quality testing stimuli from external agency

### Director of User Experience, Responsys

2009-2012 | San Francisco, CA

- Created a voice for design in an engineering-led culture and proved that solid design processes don't have to slow down engineering
- Evangelized and led user research efforts including usability studies, surveys, and focus groups
- Invented design approaches with Engineering to deliver customers new experiences despite deep legacy constraints
- Expanded my team's mission to include Visual & UX Design, Help & Learning, and Community Management which created cohesion and support throughout a customer's experience
- Created better alignment with customer needs by integrating design thinking into all road-mapping and feature definition efforts through close collaboration with SVP of Product and Product Management leadership
- Designed new application experiences and redesigned existing features that directly led to 15% increase in sales and 35% increase in customer satisfaction
- Created interaction design pattern library that cut design cycles in half and increased quality of front-end implementation

### User Experience Lead, Avenue A | Razorfish

2004-2009 | San Francisco, CA

- Led design teams throughout execution of project vision from start to finish for clients including: Visa, McAfee, NASA, Singapore Airlines, Yahoo, Farmer's Insurance
- Worked with clients directly to create a shared vision for uniting solid design with key business goals
- Redesigned Wired.com after their purchase by Conde Nast, resulting in 300% ad revenue increase within the first year
- Led design teams from vision to execution ensuring on-time, on-budget delivery of design, client satisfaction, and team success
- Contributed to business development wins and oversaw improvements to client management experience