

# Rebecca Yeh

Product Designer

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## Education

**Syracuse University School of Design**

*May 2019*

Bachelor of Industrial Design: Industrial and Interaction Design

Bachelor of Arts: Psychology

Cum Laude

## Experience

**Product Designer**

*SingleCare, New York, NY, June 2019 - Current*

Designed and prototyped SingleCare's responsive website, iOS app and Android app. Defined guidelines and built our design system. Helped establish a design process in an agile environment. Mentor designers in their transition to the product team.

**Marketing/Advertising Intern**

*Maricich Health, Irvine, CA, June 2018 - August 2018*

Designed, developed, and launched the company website and assisted the ideation process for clients in the healthcare industry. Created responsive website for Western Dental's marketing campaign.

**Design Intern**

*Silicon Forensics, Pomona, CA, May 2018 - August 2018*

Rebranded the company to effectively reach U.S. government agencies and corporate security sectors. Created marketing materials including promotional content and animations.

**Statistics Tutor**

*Syracuse University, Syracuse, NY, September 2015 - December 2017*

Motivate undergraduate students to develop interest in statistics. Promote independent learning. Establish good study habits by implementing schedules and long-term initiatives.

## Awards

**Syracuse University IDSA Student Merit Award Winner**

*March 2019*

Competed against our program's top 5 student nominees for a chance to represent Syracuse University in the Northeast District Competition. Judges included industry professionals and alumni from the Industrial and Interaction design program.

## Interests

Branding  
Data Driven Design  
Data Storytelling  
Graphic Design  
Interaction Design  
Marketing  
Product Design  
Psychology

## Skills

Data Visualization  
HTML/CSS  
Prototyping  
User Centered Design  
User Interface Design  
User Research  
Usability Testing  
Storyboarding  
Wireframing

## Tools

Adobe Creative Suite  
Asana  
Axure  
Balsamiq  
Figma  
InVision  
Jira  
Sketch  
Sketching  
Webflow  
Zeplin