

Ingrid Dorai-Rekaa

Product Designer

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Designing products and services, inside and out. Making sure I not only solve a problem in the right way, but also solve the right problem

March 2019 - March 2020

Product Designer — Zeus Living

Zeus provides furnished homes for business travelers. I worked on internal tools to improve efficiency and lower the risk of error. Among other projects, I created designs that improved efficiency of writing house manuals from 3 hours to 30 minutes. When the company shifted efforts towards demand, I moved to the B2B team, where I implemented new features and sketched out the future of Zeus for Business. I also got the responsibility for all landing pages related COVID-19.

May 2018 - March 2019

UX Designer — ModCloth

ModCloth is a fashion retailer that focuses on female empowerment and inclusivity. In addition to implementing user research, I led design for several projects, including the returns process, exchange experience, reviews, and ModCloth's internal intranet.

February 2016 - January 2017

UX Designer — ZeeMee

ZeeMee helps students get seen and connected when applying to college. I implemented a design process and led user research and analytics. My research led to fundamental shifts in the product. These changes led to a 200% increase in button clicks and a sharp increase in roommate matching services within the first week of release.

January 2011 - January 2015

Designer — Halogen (Norway)

Designed holistic user experiences at one of the leading design consultancies in Scandinavia. Helped 40+ companies reach their goals through research and design, and helped improve internal processes for 7 companies. Through research and design, I helped companies attain goals of a safer work environment, higher collaboration across borders, and a public understanding of complex information.

EDUCATION

University of Oslo
2004 - 2010
Masters in Human Computer Interaction

University of Waterloo
2007 - 2008
Exchange Student Program

CERTIFICATIONS:

Certified UX E-commerce Professional
Baymard Institute
2019

OTHER ENGAGEMENTS:

Mentor for UX Design students
Springboard
2017 - 2019

City Planner
PIPE (EU project)
2002 - 2004

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If you are looking for a seasoned and skilled designer who can hit the ground running, I can't recommend Ingrid highly enough.

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— Chris Smeder,
Principal Product Designer