

Rebecca Destello

User Experience Researcher

Versatile user experience researcher with over nine years of experience in research, design, development, consultation, and project management.

Strengths

- Expert in problem solving to find creative technical solutions to business objectives.
- Experience building and leading development teams to develop smart, innovative solutions for the ever-evolving needs of the customer.
- Designing innovative solutions to problems that balance the requirements of existing processes and structures, while integrating scalability for future use.

Areas of Expertise

User Experience, Design, and Consultation

- Design and conduct usability testing for web, web-based learning classes, and digital applications.
- Apply user research methods (focus groups, field studies, paper-prototyping, card sorting, heuristic evaluations, task analysis, surveys, etc.) to obtain both quantitative and qualitative data used to discover user requirements and best practices.
- Design and document web concepts using site maps and wireframes that illustrate structure, flow, layout, and navigation.
- Consult with stakeholders to define web requirements, usability needs and solutions for their digital needs.
- Mentor web developers by assisting in troubleshooting programming problems; consult for technical solutions and adherence to industry usability standards, and assist in skill development.
- Continually evaluate web processes to provide recommendations for improvement focused on the user experience.

Project Management

- Work with customers to analyze and interpret web project scope, requirements, and priorities.
- Analyze and utilize web use data to direct future projects and goals.
- Collaborate with developers, instructional designers, and content owners to establish user-centered design processes to reduce development lifecycle and increase ROI.
- Work with interdisciplinary teams to meet deadlines while adhering to a structured end-to-end development process.
- Apply Lean and Agile concepts to reduce waste and streamline in-house processes.

Technical skill set

- Morae
- Balsamiq
- Dreamweaver
- SharePoint
- HTML
- CSS
- JavaScript
- Photoshop
- Illustrator

Education

MS, Human Centered Design & Engineering
University of Washington
Seattle, WA (June 2011)

Master Certification in User-Centered Design
University of Washington
Seattle, WA (June 2011)

Bachelor of Art in Interdisciplinary Visual Art
University of Washington
Seattle, WA (June 2008)

Community Involvement

Member of UPA (Usability Professionals' Association)
2010 – present

Member of Puget Sound SIGCHI
2009 – present

Vice President of the Board of Directors for Three Dollar Bill Cinema, 2007 – 2009

Volunteer for the Seattle Lesbian & Gay Film Festival, 2003 – present

Volunteer for PAWS Wildlife Hospital, 2000 – 2003

Work Experience

Sr. Web Developer and UX Consultant (2005 - present)

Group Health Cooperative, Seattle, WA

Web Developer (2004 - 2005)

Group Health Cooperative, Seattle, WA

Database Analyst (2002 – 2004)

Group Health Cooperative, Seattle, WA

Freelance Web Designer/Graphic Artist (2002 - present)

Freelance Clients: HauteFoodie, Doe Bay Resort & Retreat, Three Dollar Bill Cinema, What Not to Read, Orcas Events, Cirrus Acupuncture, Feng Shui Design Seattle

Continuing Education

- InfoCamp, an “Unconference” for the Information Community (2010)
- Nielsen Norman Group Usability Conference, Fundamental Guidelines for Web Usability (2006)
- Nielsen Norman Group Usability Conference, User Testing (2007)
- Nielsen Norman Group Usability Conference, Intranet Usability 2 (2008)

Portfolio

Website: <http://www.rebeccadestello.com>

LinkedIn: <http://www.linkedin.com/in/rebeccadestello>

SlideShare: <http://www.slideshare.net/paisleysox>