

REBECCA SOKOL

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EXPERIENCE

Pictor Labs, Inc. - Los Angeles, CA

Jul 2022 – Present

User Experience Designer

- Crafted high-fidelity prototypes that directly propelled product planning and software development sprints
- Fashioned a distinctive design system encompassing icons, informational components, infographics, and other components
- Led user research via interviews, usability testing, and effective documentation and communication of findings
- Teamed up with developers, machine learning researchers, and product owners to address intricate usability challenge

Equator Studios - Kitchener, ON

Dec 2021 – Jul 2022

Lead Designer

- Created a robust design and interaction system for tasks such as importing, exporting, and annotating topographic data in Equator
- Merged product requirements into low-fidelity wireframes for design communication and high-fidelity prototyping
- Used Clarity, Google Analytics, and Matomo for data-driven design improvements and metric optimization
- Collaborated with developers, GIS specialists, and civil engineers to collectively tackle intricate 2D and 3D product challenges

Skillside - Los Angeles, CA

June 2020 - Sept 2021

Founder, CEO

- Fundraised of over \$12,000 to fund initial phase of service marketplace start-up
- Led the technical project management of a development team in the creation of both mobile and desktop applications.
- Conducted market research and competitive analysis for strategic business plan development
- Developed and delivered presentation materials including pitch decks, synthesized market research, and posters

Vascular Biosciences - Goleta, CA

February 2019 - July 2019

Data Analytics Intern

- Conducted extensive data and regulatory research in both lab and office environments

EDUCATION

General Assembly

Dec 2021

Certificate in User Experience Design Immersive

- Coursework: Interaction Design, Human-Centered Design, User Interface Design, User Research

University of California, Santa Barbara

June 2021

Certificate in Technology Management | B.A. Biological Anthropology

- Dean's List: June 2018, June 2019
- New Venture Competition Finalist | G2 Summer Launch Pad Incubator Member, 2021
- Raab Writing Fellow, 2021

UX DESIGN SPRINTS

Team Concept Project: Equator Studios

Dec 2021

Lead Designer, 3-week sprint

- Led a team of designers to solve usability issues around Equator's onboarding experience
- Directed redesign of crucial UI components, loading states, and other visual elements

Team Concept Project: Moleskine

Sept 2021

Lead Designer, 2-week sprint

- Led UX design and team for planning, architecting, and designing a social networking application
- Created UI for editing tools and other annotation features

SKILLS AND INTERESTS

Skills:

User-Centered Design | Interaction Design | User Research | Visual Design | User Interface Design | Computer Graphics

Software Experience:

Figma | HTML | CSS | Wordpress | GitLab | Sketch | Dovetail | GitHub

Interests:

Swim Instructor | Painting | Surfing | Reading