


REBECCA FLETCHER

PRODUCT DESIGNER

 www.Fletcherweb.design

 Remote

 425.891.7424

 Fletcherux@gmail.com

Motivated digital designer with a robust background in clinical healthcare, dedicated to crafting user-centric digital experiences.

EXPERIENCE

Digital Experience Designer

- Led the migration of affiliate practice websites to in-house hosting infrastructure, achieving cost savings of \$250k annually. This initiative not only doubled site traffic but also substantially mitigated security risks associated with third-party hosting solutions.
- Collaborate with cross-functional teams, including marketing, product managers, developers, and healthcare professionals, to design and develop user-centered digital products and applications.
- Partnered with digital experience manager in the design and development of a user-friendly website for a cutting-edge radiology AI service, catering to both medical professionals, hospital administrators, payors, and patients.
- Conducted comprehensive user research, including user interviews, surveys, and usability testing, to gather insights and identify pain points, leading to data-driven design solutions that effectively addressed user needs and preferences.
- Implemented responsive design principles to ensure seamless user experiences across various devices and screen sizes, enhancing accessibility and usability for a diverse user base.
- Provided training and support to internal stakeholders on digital tools and platforms, empowering teams to effectively manage and update digital content and assets independently.

Freelance Designer

- Collaborate effectively with clients to understand their brand identity, goals, and target audience, resulting in tailored design solutions that align with their vision.
- Proficient in using industry-standard design tools such as Adobe Creative Suite (Photoshop, Illustrator, XD), Figma, Sketch, or other relevant software to bring designs to life.
- Stay up-to-date with industry trends, emerging technologies, and UX design methodologies to continually enhance design skills and deliver cutting-edge solutions.
- Manage multiple projects simultaneously, prioritizing tasks effectively to meet deadlines and deliver high-quality work within project scope and budget.
- Foster positive client relationships through clear communication, professionalism, and a proactive approach to addressing concerns or revisions throughout the project lifecycle.

Registered Dental Hygienist

- Performed comprehensive patient assessments and provided preventive and therapeutic dental hygiene care to patients.
- Educated patients on oral health practices, proper brushing and flossing techniques, and the importance of regular dental visits.
- Maintained accurate and updated patient records and treatment plans.
- Optimized workflow with Exceptional time management skills ensuring dental appointments began promptly and operated efficiently.
- Collaborated with a diverse healthcare team to coordinate and deliver comprehensive patient care.

EDUCATION

Bachelor of Applied Science Design Degree

Lake Washington Institute
of Technology

Associate of Applied Science Dental Hygiene Degree

Lake Washington Institute
of Technology

Biological Sciences Dental Hygiene Prerequisites

Cascadia College

SKILLS

User-Centered Design

Market Research

User Journey

Site Mapping

Wireframing

Mockups

Prototyping

Usability Testing

Web & Mobile Design

Website Management

Figma

Adobe

Collaboration

Documentation

Communication

Empathy

Healthcare Literacy

AI Fundamentals