

REBECCA FLETCHER

DESIGNER

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

EXPERIENCE

Digital Experience Designer

- Sole digital experience designer for Radiology Partners, a leading radiology practice in the US.
- 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.
- Leverage data to inform design decisions for marketing campaigns and web design, building user engagement and conversion rates.
- Design, Development, and management of internal and external websites for 35+ affiliate radiology practices

Freelance Designer

- Incorporate accessibility guidelines and best practices into designs to ensure inclusive and usable experiences for all users.
- Create original designs using research, sketches, wireframes, user flows, storyboards, and prototypes.
- Stay up-to-date with industry trends, emerging technologies, and UX design methodologies to continually enhance design skills and deliver cutting-edge solutions.
- Confident clearly communicating design decisions with stakeholders.
- Enthusiastic about expanding my UX design skill set and proficiency.

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

 www.Fletcherweb.design

 Remote

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