Rebecca Rastegar
Lead Product Designer

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EXPERIENCE

Senior Experience Designer Justworks Jun. 2023 – Present

- Led a design team, managing two mid-level designers and mentoring an intern, to enhance design quality and performance.
- Defined and implemented strategic design optimizations for user flows and interfaces, leading to improved engagement and increased conversion rates.
- Created data-driven, personalized user experiences by conducting in-depth research and behavioral analysis, aligning with business goals.
- Collaborated seamlessly with cross-functional teams (product, engineering, marketing) to craft cohesive, high-impact product strategies and design solutions.
- Drove iterative product improvements through A/B testing and experimentation, ensuring designs delivered both immediate results and long-term value.
- Expanded and refined a scalable design system, maintaining consistency across diverse touchpoints and verticals within the product ecosystem.
- Contributed to key growth milestones by delivering user-centric, 0-1 product designs and enhancements, while balancing speed and quality in execution.
- Demonstrated thought leadership in design by fostering innovation, storytelling, and systems thinking to achieve best-in-class user experiences.

Senior Product Designer Vettery/Hired Nov. 2018 – Feb. 2023

- Led end-to-end design process, ensuring seamless collaboration with engineers and product managers to align on roadmaps and deliver high-quality products.
- Facilitated workshops, producing journey maps, wireframes, and high-fidelity designs, while contributing to the design language system.
- Created and optimized product design processes, mentoring junior designers on key projects to elevate team performance.

Senior UX Designer Estée Lauder Companies Online Dec. 2014 – Nov. 2018

- Led digital omni-presence strategies and product launches, guiding design from ideation to UI for the Digital Technology & Innovations Group.
- Leveraged AI and ML to deliver user-centric experiences across channels and devices.
- Partnered with cross-functional teams to ensure cohesive project execution and seamless delivery.
- Applied UX best practices, conducting user testing and sharing actionable insights.
- Mentored junior designers and researchers, driving skill development and team performance.

UX/UI Designer Parks By Nature Network Mar. 2012 – Dec. 2014

UI Designer Rounded Corners Media Jun. 2011 – Mar. 2012

SKILLS

Design: User centered design, atomic component design, storytelling, user journey maps, Figma, design thinking, omni-channel design, prototyping, user research, A/B testing

Collaboration: Facilitating focus groups, workshops, and design critiques; cross-functional collaborator, stakeholder management, effective listener, self-starter, detail-oriented, active listener

INTERESTS

Live jam bands (Phish, DMB, Dead & Co, JRAD), live comedy (I've seen 35 comedians in 2024), gardening, yoga teacher in training

EDUCATION

General Assembly
UX Design

University of Hartford – Hartford Art School, BFA