

REBECCA USSAI HENDERSON

User Experience & Communication Design

rebeccaussai.com
rebecca.ussai@gmail.com
440 759 1284

...you can call me bex

EDUCATION

CARNEGIE MELLON UNIVERSITY

Pittsburgh, PA
BFA: Communication Design
Minor: Business Administration

AWARDS & HONORS

CANNES LIONS 2016

Cannes Cyber Lions Shortlist: Co-Creation and User Generated Content for Verizon Data Dunk (NBA Playoffs 2016).

R/GA GRAND CUBE 2014

Nominated by your peers, the Grand Cube is an award given to one employee in each office every year for their demonstration of Collaboration, Innovation, Dedication, Leadership, and Excellence.

SKILLS

User Experience Design
Strategy & Design Research
Information Architecture
Wireframing & Prototyping
Motion Design
Experience Strategy
Concepting
Storyboarding
Basic HTML/CSS
Sketching
Typography
Adobe Creative Suite
Color Theory
Layout & Composition

WORK EXPERIENCE

R/GA | Chicago, IL

Experience Design Director, Mar 2016 – present (Chicago, IL)
Senior Experience Designer, Mar 2013 – Mar 2016 (New York, NY & Chicago, IL)
Experience Designer, Mar 2012 – Mar 2013 (New York, NY)
Associate Interaction Designer, Jun 2011 – Mar 2012 (New York, NY)

Concept, design, and prototype for systematic designs and campaigns. Consult clients on design, technology, business transformation, and forming a cohesive digital ecosystems. Conduct user research, audit digital experiences, and form experience strategies to guide our team's creative work. Mentor fellow creative team members, assist in goal setting, and organize internal initiatives such as creative team meetings, workshops, and intern program. Have crafted a broad range of work across commerce, service design, video viewing experiences, responsive designs, customization, personalization, and campaigns. Over the course of my tenure, have been a part of 5 winning pitch teams to acquire new business. Clients include L'Oreal, Tiffany & Co., Victoria's Secret, Novartis Oncology, Gemvara, National Cattlemen's Beef Association, Bosch, UFC, and Verizon.

Crafted "The Principles of UX Choreography" which helps UX and visual designers think about motion design and how, when, and why to integrate it into our work. Speaker at SXSW 2015, Google HQ, and UX London 2016.

ANTHROPOLOGIE | Pittsburgh, PA

Exhibit Design Intern, Jan 2011 – May 2011

Closely collaborated with the visual team in order to create one-of-a-kind retail environments through the creation of storefront, tabletop, and wall displays. Helped install two full displays and complimentary pieces throughout the store's Spring season.

RESOURCE INTERACTIVE | Columbus, OH

Creative Intern, May 2010 – Aug 2010

Helped create and edit video case studies on various projects the agency had created. Created and prepared production work for websites and banner advertisements. Assisted in the brainstorming of ideas to pitch to clients.

SPEAKING ENGAGEMENTS

"THE PRINCIPLES OF UX CHOREOGRAPHY"

Presented together with Disney Legend, Glen Keane. UX London (2016), Google HQ (2015), & SXSW Interactive (2015).

CREATIVEMORNINGS/CHICAGO

Part of a series on "Magic" (Sept 2016).