

# REBECCA USSAI HENDERSON

User Experience & Communication Design

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...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  
Design Thinking Methods  
Ethnographic Research  
Experience Strategy  
Information Architecture  
Wireframing & Prototyping  
Motion Design  
Concepting  
Storyboarding  
Basic HTML/CSS  
Sketching  
Typography  
Color Theory  
Layout & Composition

## WORK EXPERIENCE

### IA COLLABORATIVE | Chicago, IL

**Principal Interaction Designer**, Jan 2017 – Present

Responsible for user driven research, strategy, and design. Involved in ethnographic research, where we explore user behaviors and needs or validate the desirability of design and services through co-creation and prototyping. Utilize design thinking methods to help clients discover and realize solutions that are desirable, feasible, and viable. Clients have included FedEx, Air Canada, Vivint, OSF Healthcare, and American Family Insurance.

### R/GA | Chicago, IL

**Experience Design Director**, Mar 2016 – Dec 2016 (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, entertainment, responsive designs, customization, personalization, and campaigns. Clients include L'Oreal, Tiffany & Co., Victoria's Secret, Novartis Oncology, Gemvara, National Cattlemen's Beef Association, Bosch, UFC, and Verizon.

### 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). Solo presenter at the MoDE /Motion Design Education Summit (2017).

### CREATIVEMORNINGS/CHICAGO

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