

Rebecca Ostrich

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I am a dedicated and creative UX Designer with a strong background in child development and educational media. I am passionate about uniting customers' needs with branding goals by creating products that motivate, educate, and inspire.

UX DESIGN EXPERIENCE

US News and World Report | Washington, DC | 2016–present
Associate Web Designer

- Working on the responsive redesign of the news and information site, which gets 20 million views a month
- Collaborate with product managers to test the site usability, identify areas for improvement, and design workable solutions

General Assembly | Washington, DC | 2016–present
Teaching Assistant for Front End Web Development course

- Work with students both in and out of class to help them complete assignments and understand the material

Hirely via General Assembly | Washington, DC | 2015

- Collaborated with startup Hirely to ready their recruiting site for upcoming beta launch by mapping out specifics of the user flow

User Experience Design Immersive | Washington, DC | 2015
Full time immersive program that included 500+ hours of professional training over ten weeks. Used a hands-on approach to practice user-centered design methods, design thinking skills, team collaboration, and client relations. Developed a portfolio of individually and collaboratively focused projects.

WORK EXPERIENCE

American Girl Place | New York, NY | 2009–2014
Senior Sales Associate at Mattel flagship store, \$50 million+ revenue

- Used extensive knowledge of toy industry trends and the American Girl brand and products to guide guests
- Trained new employees in products and branding guidelines

Schmovie | Brooklyn, NY | 2014
Digital Marketing Strategist for indie board game

Lucky Duck Productions | New York, NY | 2010
Production Intern for Nick News with Linda Ellerbee

WNET-Thirteen | New York, NY | 2009
Research Intern for PBS Kids math program Cyberchase

WGBH | Boston, MA | 2007
Intern for Marketing and Development Department

WPSU, Penn State Public Broadcasting | State College, PA | 2005
Intern for high school quiz bowl show Scholastic Scrimmage

DESIGN PRACTICES

Storytelling	Wireframing
Competitive Analysis	Prototyping
Developing Personas	Interaction Design
User Research	Visual Design

TECH SKILLS

Photoshop	HTML & CSS
InDesign	JavaScript
Illustrator	InVision
Axure	Marvel
OmniGraffle	Sketch

EDUCATION

General Assembly DC
Washington, DC | 2016
JavaScript Development Course

General Assembly DC
Washington, DC | 2015
User Experience Design Immersive

General Assembly NY
New York, NY | 2014
Digital Marketing Course

Harvard Graduate School of Education
Cambridge, MA | 2007
EdM, Human Development and Psychology

Tulane University, Newcomb College
New Orleans, LA | 2006
BA, Psychology and French
Phi Beta Kappa, summa cum laude

CERTIFICATIONS

Google Adwords Certified
Google Analytics Certified

BRAGGING RIGHTS

Washington Post Peeps Diorama Contest
Semifinalist | 2013, 2014, 2015