

Rebecca Malkovich Elsberry

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ABOUT

I am a user experience designer with a background in communications and education who strives to make informed, thoughtful decisions to find meaningful solutions that have a positive impact. I balance systems thinking with analytical thinking and creative problem solving, bringing logic, organization, attention to detail, and time management of daily tasks to complex problem spaces.

SKILLS

UX/UI Methods

Interaction design	Content design
User flows	Content audit
Wireframing	Taxonomies
Prototyping	Writing
User interface design	Information architecture
User acceptance testing	Content strategy

Heuristic evaluation
Cognitive walkthrough
Accessibility
Usability testing
Stakeholder interview
Online surveys

Tools

Sketch	Illustrator
Zeplin	InDesign
Figma	HTML & CSS
InVision	Drupal
Axure RP	WordPress
Photoshop	Google Analytics

Professional

Critical thinking
Analytical thinking
Public speaking
Presentations
Collaboration
Agile methodology

EXPERIENCE

UX/UI Designer | Strategic Education, Inc | June 2019 - current

- Sole designer of native iOS and Android mobile apps for Strayer University and Capella University, providing improvements and enhancements to flow and user interface by establishing UX criteria and creating wireframes and final visual designs for offshore development team, as well as conducting UAT and design review of user stories.
- Completed design review and UAT of entire Capella University mobile app as it moved from Titanium environment to native iOS and Android code. Took inventory of user interface and created UI style and pattern guide to establish design standards for consistency and accessibility. Apps were released in Feb 2021.
- Contributing to the online campus websites for students:
 - redesigned content layout of Capella web forms using pattern library and provided responsive UI pattern guide for developers
 - helped Capella writing center team overhaul content, establishing new taxonomy and content design using pattern library
 - conducted remote usability testing and delivered design recommendations to Capella library team for their LibGuides site
 - performing content audit of entire Strayer site to update content design of pages and create new taxonomy for navigation
- Providing responsive UI design for new document center website that tracks status of files and e-forms required for admission
- Work within a cross-functional team of UX analysts, designers, content strategists, product managers, business analysts and partner with development teams in an Agile environment, including Kanaban and Scrum.

UX Design Student | Prime Digital Academy | Sept 2018 - Feb 2019

- Fully immersive, 18-week boot camp in user experience design. Worked with seven different clients to create a variety of user experience deliverables. Collaborated with other UX design students on projects, critiques, and feedback.
- Solo project for 2nd Swing, Twin Cities-based golf retailer. **Challenge:** Create app that employees can use for gathering customers' golf needs to provide a personalized in-store experience. **Outcome:** Interactive prototype of mobile app where customer needs are collected by a point person and transferred to the appropriate employee to carry out the customer's desired course of action.
- Group project for Dr. Cindy Tong, University of Minnesota Extension. **Challenge:** Create digital tool for produce farmers in MN to track and keep food safety records with minimum effort and in compliance with FDA and USDA regulations. **Outcome:** Worked on team of five to design mobile app for improved ease and speed of data entry for record keeping that passes a basic USDA audit.

EXPERIENCE

Communications Coordinator | Institute for Mathematics and its Applications, University of Minnesota |
June 2014 - Nov 2018

- Worked on cross-functional team to organize multiple, overlapping workshops and events throughout the year and provide customer service to visitors. Communicated with workshop organizers about details, schedules and with speakers about talk information for the website, doing so under deadlines.
- Collaborated with systems administrator and database applications developer to migrate website to Drupal with responsive design and custom script that imported workshop content from a database, streamlining site to fewer pages and clicks. I performed content audit, updated navigation taxonomy, improved content design, provided feedback on UI design, usability, and accessibility.
- Worked with database applications developer to redesign and streamline the online application, making it dynamic. Also to adapt database processes for website when program model changed after 2016-17. Provided design and usability feedback to interface changes of database during upgrades.
- Developed content strategy to promote workshops by publishing web content, composing e-newsletters, writing marketing copy and press releases, and posting on social media. Editor of 20-page annual report. Interviewed mathematicians and scientists.
- Managed production of marketing materials by working with a freelance graphic designer and coordinating printing and mailing with university services. Produced in-house print and digital materials.

Communications Associate | College of Science and Engineering, University of Minnesota | April 2017 - Feb 2018

- As member of communications team, managed content audit of 350-plus webpages for CSE website in preparation for migration from WordPress to Drupal. Revised webpages and image files to meet accessibility and usability standards.
- Worked with student labs manager to move content about the labs from a Google site to the CSE site, utilizing content design and UI patterns to establish the layout of information.

Production Assistant for SciGirls, Outreach | Twin Cities Public Television | Oct 2009 - May 2014

- Researched, tested, and wrote instructional activities in brand voice and tone for educational guides that accompany episodes.
- Managed content for scigirlsconnect.org on Ning, an online community-building platform.
- Established inaugural e-newsletter, wrote content, and executed its quarterly publication.

Communications Associate | University of Minnesota Landscape Arboretum | Dec 2010 - Oct 2013

- Managed project to update website, performing content audit, analyzing content strategy, and establishing new taxonomy and navigation. Gathered new content assets and wrote new copy. Served as liaison to web design agency.
- Implemented and oversaw all aspects of email marketing (templates, publication, schedule), enewsletter subscriptions, and fundraising event registration forms to more than 25,000 members through Blackbaud NetCommunity Spark. Worked with the membership team to merge new online accounts with member records in The Raiser's Edge. Trained colleagues to use Spark.
- Produced in-house print and digital materials according to brand guidelines for various departments. Managed production of marketing materials with staff and marketing agency.

EDUCATION

**User Experience Design
Certificate**
February 2019

Prime Digital Academy

**Post-baccalaureate Certificate
in Technical Communication**
December 2016

Department of Writing Studies
University of Minnesota

**Bachelor of Science in Ecology,
Evolution and Behavior**
May 2006

College of Biological Sciences
University of Minnesota

**Minor in Mass
Communications**
May 2010

School of Journalism and
Mass Communications
University of Minnesota