

REBECCA FAVORITO

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Strategic and resourceful UX designer and leader who enjoys exploring complex problem spaces to define intuitive, user-centered solutions; collaborating across disciplines to drive product strategy and alignment with team and business goals; and balancing creativity with critical thinking and analysis.

Skills & Tools

SaaS product design | Product strategy | Team management | User experience design | User research | Heuristic analysis | Wireframing | Prototyping | Usability testing | Product branding | User interface design | Accessibility | Workshops | Agile | Figma | Condens | Miro | Adobe

Experience

Manager, UX Design, FMX, Columbus, OH (2021–present)

- Drive initiatives to increase UX maturity, including expanding user research and initiating usability testing and benchmarking/metrics for better ROI on design and development work
- Collaborate with product management to define product strategy and engineering to define development priorities, scope work, and breakdown complex stories for development backlog
- Oversee the end-to-end design process for new features and product iterations for SaaS web app, including an entirely new user dashboard that is expected to notably reduce user cognitive load and time spent on key tasks for a key user segment while also reducing clicks and page loads for all users by introducing a new task flow pattern
- Manage design team, including hiring designers, assigning and reviewing work, mentoring designers, promoting team learning and development, and evaluating performance
- Revamp UX team processes and procedures for transition to agile development process, helping to reduce development cycle time by 75% and increase weekly velocity by ~300%

UX Designer, FMX, Columbus, OH (2019–2021)

- Owned the end-to-end design process for new features and enhancements to existing features for SaaS web app, including bulk data importing and updating improvements that decreased the average completion time for data imports by 30% and reduced customer success team time spent on data updates by 25%
- Worked with Manager, Engineering, to create product roadmap, define development priorities, and scope features
- Lead the integration of the design process into the existing software development lifecycle
- Owned product accessibility, including adherence to WCAG standards and documentation

Associate Development Editor/Project Manager, Ohlinger Studios, Columbus, OH (2016-2019)

- Developed engaging text, multimedia, and interactive content for print textbooks and e-learning platform
- Collaborated across teams, clients, and vendors to keep projects in scope, on budget, and on schedule
- Managed the production and quality assurance of interactives and content for e-learning platform

Education & Certificates

UX Academy, Designlab, 2019

PhD, History, The Ohio State University, 2016

MA, Medieval History, University of Durham, 2008

BA, Medieval Studies, Bard College, 2004