Rebecca Fitzer
Sr. Product Designer

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EDUCATION

Bachelor of Design
The Pennsylvania State University
Class of 2014, State College, PA

TOOLS & SKILLS

Figma
Wireframing
Prototyping
Usability Testing
User Research
Workshop Facilitation
Journey Mapping
Accessibility
Information Architecture
Adobe Suite
Photography

INTERESTS

Sustainability
Travel
Gardening
Pottery
Fitness
Cooking
Interior Design
Reading

LANGUAGES

English – native
German – B2

EXPERIENCE

Vinted Senior Product Designer

Mar 2022 – Present | Berlin, DE

- Lead the Profile Vision initiative, redesigning the Profile tab and Seller's Wardrobe to improve navigation, item management, and seller efficiency across millions of users, supporting marketplace growth and evolving needs.
- Define and socialize this research-driven product vision across 5+ cross-functional teams, aligning stakeholders around a shared direction and validating decisions through iterative A/B tests and data-informed iteration.
- Own end-to-end design for Seller Monetization (Item Bumps), improving seller education, customization, and purchase flow simplicity, contributing to increased bump adoption and marketplace revenue (GMV).
- Facilitate design sprints and cross-functional workshops (Seller Insights & Badges) to address listings decline, supporting increased listing activity and faster experimentation cycles.
- Mentor junior designers, supporting growth in design craft, problem framing, and stakeholder communication through regular feedback and coaching.

Gropyus Senior Product Designer

Jan 2020 – Feb 2022 | Berlin, DE

- Led development of a smart home mobile app focused on sustainability, overseeing ideation through launch, including market research, competitor analysis, user interviews, interdisciplinary workshops, wireframing, prototyping, developer handoff, and QA.
- Conducted and synthesized multiple rounds of user testing with researchers to iterate designs and features; developed user personas.
- Collaborated with cross-functional teams to create feature roadmaps, user journeys, and user stories alongside product managers.
- Created and handed over design system assets, screens, and flows to development teams.
- Pioneered an accessibility initiative to ensure ScreenReader support on iOS and Android, including remote user testing with 10+ blind participants.

finleap Product Designer

Jun 2019 – Dec 2019 | Berlin, DE

- Collaborated with a cross-functional team as part of a Finleap initiative to research and validate early stage fintech venture ideas, assessing feasibility, viability, and desirability to identify high-potential industry opportunities.
- Delivered UX research and design for B2B and B2C web and mobile portals, including persona development, information architecture, wireframing, interaction and visual design, prototyping, and usability testing, contributing to multiple product concepts across diverse sectors.

1aim Product Designer

Sep 2017 – May 2019 | Berlin, DE

- Sole product designer leading the full redesign of desktop and mobile platforms for a corporate digital access system, from concept to launch.
- Redesigned company branding, developed graphic assets, and created a new design system that guided a major website overhaul, strengthening brand identity and UX.
- Conducted user research, wireframing, prototyping, and usability testing to validate design decisions.
- Collaborated with CEO, a UX researcher, and developers to set timelines, align product flows, address technical constraints, and deliver in a fast-paced startup environment.