

Rebecca Fitzer

Sr. Product Designer

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EDUCATION

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

LANGUAGES

English - native
German - B1

TOOLS & SKILLS

Figma
Zeplin
Wireframing
Prototyping
Usability Testing
User Research
Photoshop
Illustrator
AfterEffects
Photography

INTERESTS

Sustainability
Travel
Gardening
Pottery
Cooking
Interior Design
Reading

EXPERIENCE

Gropys Senior Product Designer

Sep 2021 - Present | Berlin, DE

- Leading the development of a smart home mobile app from ideation to end product including market research, competitor testing, in-home user interviews, interdisciplinary feature workshops, wireframing, prototyping, developer handover and QA
- Conduct and synthesize 10+ rounds of user testing with User Researchers to iterate upon designs and features in addition to developing personas

Gropys Product Designer

Jan 2020 - Aug 2021 | Berlin, DE

- Collaborated with a cross functional team, create feature roadmaps, user journeys and user stories with PMs
- Executed the creation and handover of design system assets, screens and flows to development team
- Pioneered an accessibility initiative to make the app accessible via ScreenReader on both iOS and android, including remote user testing with blind participants

finleap Product Designer

Jun 2019 - Dec 2019 | Berlin, DE

- Collaborated with a cross functional team to research and validate new fintech venture ideas through feasibility, viability and desirability
- Contributed to UX research, persona development, information architecture, wireframing, interaction and visual design, synthesis of design principles, prototyping, usability testing, etc. for web and mobile with both B2B & B2C portals

Iaim Product Designer

Sep 2017 - May 2019 | Berlin, DE

- Led the redesign for both the desktop platform and mobile app of a corporate digital access system as the sole product designer
- Executed user research, wireframing, prototyping, and usability testing
- Completed a website redesign to match the new design system
- Worked closely with the CEO, PMs, a UX Researcher, and Developers from conception to implementation establishing timelines and consensus on product flow, technology limitations and end goals

Au Pair

Apr 2016 - Apr 2017 | Berlin, DE

- Moved to Berlin to experience life in Europe with a german family.

Baked By Melissa Graphic Designer

Jun 2014 - Dec 2015 | New York City, USA

- Conceptualized and executed social media photography and animations that increased social media following, reach, and impact.