

Rebecca Louise Fitzer

Sr. Product Designer

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EDUCATION

Bachelor of Design, 2014

The Pennsylvania State University
State College, Pennsylvania, USA

TOOLS & SKILLS

Figma

Wireframing

Prototyping

Usability Testing

User Research

Workshop Facilitation

Vision & Strategy

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

- Leading a vision initiative for key surfaces, turning ambiguous challenges into clear product directions that improved navigation and seller efficiency across millions of users, supporting evolving marketplace and business growth.
- Defined and communicated this research-driven product vision across 5+ cross-functional teams, aligning stakeholders and validating decisions through iterative A/B testing and data analysis.
- Facilitated design sprints and workshops addressing item upload and revenue challenges, boosting listing activity and accelerating experimentation cycles.
- Owned end-to-end design for paid features enhancing seller education, customization, and purchase flow, driving higher feature adoption and marketplace revenue.
- Mentored junior designers, contributed to design ops and process improvements, and championed democratized design thinking to embed user-centered decisions across teams.

Gropius Senior Product Designer

Jan 2020 – Feb 2022 | Berlin, DE

- Led end-to-end design of a sustainable smart home mobile app from scratch, driving ideation through launch with market research, user interviews, workshops, prototyping, and developer handoff alongside a small cross-functional team.
- Conducted multiple rounds of in-home user research to understand pain points in daily living and existing smart home solutions, synthesizing insights to define a MVP feature set, alongside developing detailed user personas.
- Collaborated with cross-functional teams to define feature roadmaps, user journeys, and stories in partnership with product managers.
- Delivered comprehensive design system assets, screens, and user flows for seamless developer handoff.
- Initiated and led an accessibility program ensuring ScreenReader support on iOS and Android, including remote testing with 10+ blind users.

finleap Product Designer

Jun 2019 – Dec 2019 | Berlin, DE

- Collaborated with a cross-functional team as part of an 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

- Led 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.