

Rebecca Sumner

PRODUCT DESIGNER



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A Product Designer with 4+ years of experience in end-to-end design processes from user research and wireframing to high-fidelity prototyping and usability testing. With a unique background as a former behavioral therapist, I leverage insights from human psychology to create intuitive and impactful digital experiences.

Skills

Design Systems - Digital Accessibility WCAG - Agile Methodology - Wireframing & Prototyping - User Research & Usability Testing - Brand Identity - Information Architecture - B2B & B2C SaaS - Figma - Useberry - Scrum

Experience

04/2025 - 10/2025 | Paradigm

UX Designer

- Facilitated **workshops/usability sessions** with internal users and stakeholders to **surface pain points** and convert them into **implementable UX fixes**.
- Shipped "Copy Lines" for Vendo mobile users to remove repetitive configuration work, **reducing clicks by 60%**.
- Planned the Ionic > Angular transition for Vendo App, **mapping screens/flows, auditing components** and **aligning cross-functionally** to determine the most efficient path forward.

08/2023 - 09/2024 | Kismet Health Inc. | Pediatric Telehealth Startup

Product Designer

- Conducted over 50 user research sessions** including user interviews, surveys, A/B testing, and early iteration usability tests. and synthesized insights into actionable design solutions.
- Spearheaded the development of a **scalable design system**, ensuring consistency within brand guidelines.
- Ensured **accessibility** across all designs, adhering to WCAG 2.1 standards, improving usability for users with varying abilities, and **increasing overall product reach by 10%**.
- Collaborated with cross-functional teams (engineering, product management, marketing) to make the platform **mobile responsive**, which contributed to a **30% increase in monthly active users within the first quarter**.

12/2021 - 08/2023 | PharosIQ (formerly MRP) | B2B Account Based Marketing Software

User Experience Designer

- Designed a **scalable design system** focused on accessibility and consistency within brand guidelines, achieving an **increase in engineering team velocity from 34 story points a sprint to 42** and significantly reducing feature development time.
- Created a knowledge base driven by user feedback, achieving a **15% reduction in error frequency** and a **10% increase in task completion rate**.
- Implemented **Attribute-Based Access Control (ABAC)** for tailored user experiences based on each persona type resulting in **lowered time on task and reduced cognitive load**.
- Conducted **usability testing** to refine designs, **enhancing usability and satisfaction** for enterprise clients.
- Designed **23+** multi-page features from **end to end**.

04/2020 - 08/2022 | University of Chicago Medicine

Visual Design Specialist

- Designed and delivered 800+ mental health + diversity, equity & inclusion resources distributed to over 2,000 employees.
- Increased opt-in email distribution for the Spiritual Care Department's "Deep Breath" initiative by 400%.

EDUCATION

ARIZONA STATE UNIVERSITY
Bachelor of Science, Psychology

THINKFUL
UX/UI Design

CERTIFICATES

INTERACTION DESIGN FDN. (IXDF)

- Web Accessibility**
- Emotional Design**

SIX SIGMA

Scrum Master

NIELSON NORMAN GROUP

Application Design for Web & Desktop

PENDO

Product-Led Organization