

# BECCA ATKINSON

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## Education

- General Assembly**, *UX/UI Design Course*, Los Angeles, CA July 2018
- Colgate University**, *Bachelor of Arts*, Hamilton, NY May 2014

## Work Experience

### **Critical Mass**, New York, NY

*Senior User Experience Designer* May 2021-present

- Lead UX design for website launches, design system updates, and personalization frameworks for BNY Mellon, New York Life, and new business opportunities
- Partner closely with visual design to translate vague client asks into tangible projects and deliverables

### **Possible/Wunderman Thompson**, Los Angeles, CA and New York, NY

*User Experience Designer* Oct 2019 – April 2021

- Served as UX designer on a variety of client projects (primarily customer journeys, experience design, and app design), including: Verizon, Walmart, and Sherwin Williams
- Helped manage cross-office research and design projects for Acura and Southern California Edison

*Associate UX Designer*

Jan 2019 – Sept 2019

- Served as UX designer on a variety of client projects (primarily website design), including: Acura, Microsoft Windows, and Southern California Edison
- Collaborated closely with marketing science, strategy, and creative teams to ensure that our proposed customer experience was backed by data, was strategic, and came to life through design
- Designed key screens and user flows using Adobe XD and Sketch, and prototyped using Invision

*Project Manager*

Jan 2018 – Dec 2018

- Ran entirety of Windows.com track of work worth ~\$1million
- Managed 5-6 site/product launches at any given time alongside key Microsoft site managers & vendors

*Associate Project Manager*

Sep 2016 – Dec 2017

- Mastered day-to-day APM responsibilities on the office's largest account (worth \$5 mill.) after 3 months
- Implemented and trained PM team on new project planning tool; increased time efficiency by 80%

### **VaynerMedia**, Los Angeles, CA

*Associate Project Manager*

Dec 2015 – Sep 2016

- Led social content production process (from creative concepting to client approval) for Toyota Parts & Service, Turner Broadcasting, and Naked Juice; organized and budgeted monthly photoshoots (\$2k each)
- Ensured team's forecasted hours and effort put forth stayed within scope of work (tracked P&Ls)

*Community Manager*

Dec 2014 – Dec 2015

- Responsible for engaging with fans of 4 Fox TV shows on Facebook, Twitter, and Instagram
- Analyzed social content performance based on engagement rate, likes, and impressions; assembled into weekly report that provided key insights and strategic recommendations for creative and account teams

## Leadership Experience

### **Colgate University**, *Link Staff*, Hamilton, NY

Fall 2013

- Selected to lead group of 13 first years through orientation week and transition into life at Colgate