Rebecca Hardy
UX/UI Designer | Melbourne

CONTACT

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📍 Melbourne, Australia

UX/UI designer with a background in linguistics, user research, quality assurance. Focused on intentionality reflection, continuous improvement and solving user needs. Advocated for educators, children and their families in the EdTech realm.

PROJECTS

Pancake Plaisir

Alexa Skill that helps people cook quick and easy simple meals around pancakes

From definition of user stories and flows **to usability testing**. Using Figma for conceptualising and defining personas, and Amazon Alexa Developer Console for build, testing and QA.

Career Foundry May 2021 – June 2021

WineTastr

Web-app that helps people to discover and try new wine near them

End-to-end design process from discovery to developer handoff using Figma for the artefacts and the wireframing and prototyping process

Career Foundry Sept 2020 – March 2021

EXPERIENCE

Business Development Officer
Tapestry Journal PTY LTD
Melbourne, Australia (Oct 2018 - Jun 2020)

Identified Gap in Competitors' Offering
Undertook **research** to understand the need for 'Reflection' in the Early Childhood sector, **creating a proof of concept** to test with educators to observe efficiency of solution and optimise it before release. The tool became a major **point of difference** in the competitive landscape., facilitating reflective practice.

SKILLS

Competitive Analysis

User Research and User Testing

Personas and Journey Mapping

Task Analysis and User Flows

Wireframing and Prototyping

Voice User Interface Design

Linguistic Analysis

Card Sorting

Affinity Mapping

TOOLS

Figma | XD | OptimalSort | UsabilityHub | GitHub

EDUCATION

Intensive project-based course with a focus on UX Design and Voice User Interface Design
Career Foundry
June 2021

Masters in Applied Linguistics
Sussex University, UK
August 2016

CELTA Certificate
St Giles Educational Trust, UK
April 2015

BA (Hons) in Modern Language Studies with English and Spanish
Open University, UK
December 2014

Redesign of 'Reports' System

Owned **end-to-end redesign** of the reports feature, co-pairing with a developer to design, build and test a new solution. Compiled user requests, and **research of user needs** and **subject knowledge** into a project, creating a development plan to produce an MVP. The redesign was released with more users creating reports with it due to **increased flexibility** and **enhanced feature-set**.

Covid-19 Response - Responding with Agility

A series of new features in testing for release were made more robust in response to Covid-19 for the anticipated influx of use upon release. As **principal tester**, guided testing and release of 3 prominent features on the web-app and **collaborated with iOS and Android developers** to ensure release of features on app soon followed. This ultimately facilitated the home learning for
1 million children, increased brand loyalty and supported market leader position in the UK.

Adapting Website Copy for New Target Audience

Existing content was UK-focused, so conducted **linguistic research**, creating a guide for team communication to understand linguistic differences. Produced and reviewed copy to ensure content on the marketing website was relatable and familiar to target audience. Consequently the website became **more accessible and approachable**, increasing the likelihood of traffic and trials.

Identified 'Montessori' for Growth

Examined competitors' offerings for Montessori with **UX analyses**. Liaised with subject matter experts on Montessori, observing educational settings practicing Montessori to deepen understanding and identify the **product's strengths and weaknesses**. This enabled the team to **create a strategy** for optimising the platform to better fulfil needs and increase customer-base.

Launching New Billing System for Customers

Engaged in **conceptualisation of the issues** faced by both customers and internal stakeholders using the billing system. **Tested new system** to ensure problems are solved, and if not, made suggestions for improvements, or if buggy, raised bug issues. **New billing system released** for Australian customers with plans to extend it to larger markets.

Product Support Technician

Foundation Stage Forum
Melbourne, Australia (Jul 2017 - Oct 2018)
Lewes, UK (Aug 2016 - July 2017)

CX: Feature Requests and Complaints

Product Support received low-value customer feedback, so focused on **building rapport with customers** to continuously get **more insightful feedback** to better understand customer needs and pain points. This contributed to team knowledge and **actionable insights were synthesised** for project development and bug fixes.