

# Becca Epstein

User Experience Designer | Accessibility Designer

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## Profile

Two goals in my design work:

**Inclusive, empathetic design process** & **Help people create a better world**

Drawing on my strong foundations in data analytics and UX design, I design intuitive, thoughtful user experiences. My work supporting socially isolated older adults, volunteering with people living with dementia, and advising students inspires me to follow an inclusive design process and promote accessibility.

## Education

*City, University of London*

Oct 2020-Dec 2021 (expected)

### MSc Human Computer Interaction Design

Modules: Inclusive Design, Data Visualization, Information Architecture, Interaction Design, Evaluating Interactive Systems, Creativity in Design, Understanding User Interactions, Research Methods & Professional Issues

*California Institute of the Arts*

Dec 2018-Aug 2019

### UI/UX Design

Issuing Organization: Coursera

*Brandeis University*

Aug 2014-May 2018

### BA Economics

Minors: Social Justice & Social Policy, International & Global Studies, Business  
Degree Honors: Magna Cum Laude

## MSc Projects

### Interaction Design

- Conducted remote user research and designed an interactive light message device to connect caregivers for people living with dementia; deliverables included personas, storyboards, user journeys, wireframes, prototypes, and usability testing

### Inclusive Design

- Conducted an expert accessibility review of a key user journey on a startup's website, drawing primarily on WCAG 2.1 and WAI-ARIA guidelines; delivered a client-facing report with methods, issues, severity ratings, and suggested fixes

### Evaluating Interactive Systems

- Evaluated usability and overall user experience of charity website with remote usability testing; recruited participants, developed tasks, moderated testing sessions, analyzed qualitative data for usability problems, and presented recommendations

### Information Architecture

- Designed and evaluated the information architecture of a website that helps people discover and support local artists; captured requirements through expert interviews, card sort and tree test; deliverables included domain model, sitemap, user journeys, wireframes, and annotations for accessibility

## Additional Experience

*STAG Industrial, Boston*

Jun 2017-Jul 2020

### Market Analyst

- Led effort to make complex transaction data functional for internal users: conducted user research, structured large external data source, maintained data quality, and presented key results to senior management
- Spearheaded data entry automation process for lease data and developed a tool to help employees use the data to maximize leasing efficiency
- Designed data visualizations and presented complex statistical analysis of correlations between costly vacancies and market factors to senior management, resulting in shifts in internal leasing strategy
- Analyzed economic and real estate data to construct forecast models, analyze risk probabilities, and generate reports to guide internal investment strategy

## Interests

- Volunteer Tech Coach with FriendshipWorks, an organization dedicated to reducing elder isolation; I visit with people who are elderly and live alone and assist in gaining skills, trust, and comfort with technology
- Annually walk to raise funds and awareness with Alzheimer's Association; coordinated student group as President of Brandeis Students to End Alzheimer's Disease
- Enjoy skiing and playing ultimate frisbee
- Avid jigsaw puzzler and maintain an Instagram account for puzzle reviews

## Technical Skills

**Design:** Adobe XD, Photoshop, Illustrator, InDesign, Miro, Optimal Workshop  
**Visualization:** Power BI, ArcGIS, Litvis  
**Programming & Web:** HTML/CSS, Excel VBA, Stata, Elm, Java, Wordpress  
**Database:** QuickBase, Salesforce, Leverton, Hubspot  
**Office:** MS Excel, Word, Powerpoint, Outlook, Teams, Zoom