Becca Epstein

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Profile

Goals of my design work:

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

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

Education

City, University of London — **Oct 2020-Oct 2021 (expected)**
MSc Human Computer Interaction Design
Modules: Inclusive Design, Information Architecture, Interaction Design, Evaluating Interactive Systems, Data Visualization, Creativity in Design, Understanding User Interactions, Research Methods & Professional Issues, Individual Dissertation

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

Individual Dissertation
- Completed 3-month research project comparing older and younger users' experiences using online search engines: researched, planned, conducted, and analyzed qualitative and quantitative data from questionnaires, remote moderated search sessions, and interviews with 41 participants; produced report and evidence-based design recommendations

Evaluating Interactive Systems
- Evaluated usability and overall user experience of Alzheimer Society's website: recruited participants, developed tasks, moderated remote usability testing sessions, analyzed qualitative data for usability problems, and presented recommendations

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

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

Professional Experience

Home Instead, Westminster and City of London — **Jun 2021-Present**
CareGiver (part-time)
- Offer companionship and deliver personal care to help older adults stay independent in their own home, maintain a high quality of life, and build meaningful relationships

STAG Industrial, Boston — **Jun 2017-Jul 2020**
Market Analyst, Commercial Real Estate Investment
- 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

Interests

- Enjoy playing ultimate frisbee and skiing
- Annually walk to fundraise with Alzheimer's Association; coordinated student group as President of Brandeis Students to End Alzheimer's Disease
- Avid jigsaw puzzler with an Instagram 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, Elm, Wordpress
Database & CRM: QuickBase, Salesforce, Leverton, Hubspot