Rebecca Roddenberry Smith

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rebeccaroddenberry.com

RTP, North Carolina

SKILLS

UI & UX

Figma
Adobe PS, AI, AE
Sketch
Axure
Proto.io, InVision, Overflow
Zeplin

FRONT-END

HTML/CSS
Bootstrap
JavaScript
SASS

Background Knowledge

Agile Methodologies
Continuous Delivery Models
Product Management
Design Language Systems

Scan this QR code with
your phone's camera to
see my portfolio

DIGITAL USER EXPERIENCE &DESIGNER

I have worked in a variety of roles and strive for excellence in many disciplines from digital design and user experience to content strategy. Above all, the quality of my craft is my priority.

EXPERIENCE

➤ Blue Cross NC Durham, North Carolina

Principal User Experience Designer | Oct 2022 - Present

Currently focused on a redesign of the Agent Portal and building an enterprise version of our Design Language System in Figma to integrate with Zeroheight and Adobe Experience Manager.

Manager, Customer Experience Design | Dec 2021 - Oct 2022

If you are a customer of Blue Cross NC, we design the user experience and work with development to bring it to production. Our audiences span across Providers, Shoppers, Members, Customer Service Professionals, Agents, Employers, Blue Cross Employees (internal experience). We are working together to build and improve our Enterprise Design Language System to bring unity to our platforms.

Team Leader, Creative Strategy and Digital Experience - Apps & Portals
Mar 2019 - Dec 2021

I led a team focused on visual design, user experience and content strategy distributed across multiple audiences. We built and enhanced complex applications for Members, Providers, Agents and Customer Service Professionals.

Senior Visual Interface Designer | Aug 2017 - Mar 2019

Responsible for leading the design direction for the native member mobile application and partnering with our web team to create an improved experience. Helped manage a design library of styles and icons. Facilitated Design Thinking workshops around tools for finding care with a mobile-first approach.

Visual Interface Designer | Apr 2014 - Aug 2017

Project focus: shopping experience, public websites, native mobile applications for members

➤ ClearBlade Raleigh, North Carolina

Graphic and Web Designer | Jul 2011 - Aug 2013

➤ NCSU Campus Enterprises Raleigh, North Carolina

Graphic Designer | Jul 2011 - Aug 2013

➤ Freelance Graphic and Web Design Remote

Graphic, Web and UX Designer | 2009 - Present

EDUCATION

North Carolina State University

2007 - 2011

Bachelor of Arts in Art + Design | Summa cum laude

- Areas of Focus: Illustration, Photography, Animation, Graphic Design, Sculpture, proficiency in the Adobe Creative Suite
- Worked as a Graphic Designer for Campus Enterprises as a student

NCSU Computer Training Unit

2011

Webmaster Certification in Design Media

- Areas of Focus: HTML5, CSS3, Javascript, PHP, MySQL, Database structures

Completed the following courses

- XHTML Level 1+2, JavaScript Level 1, Adobe Dreamweaver, Web Design, Cascading Style Sheets Level 1+2, E-Commerce, Web Graphics, Design Usability Accessibility, Web Technologies, Adobe Flash