

Rebecca Silus

UX / UI Designer

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Design

Concept sketches
Content strategy
Customer journey mapping
Design systems
Illustration · UI graphics
Mockups · Wireframes
Motion design
Pattern libraries
Personas
Rapid prototyping
Storytelling
Style guides
User experience
User flows

Tools

Adobe CC
After Effects · Premiere Pro
Axure
HTML · CSS
Illustrator
InDesign
InVision
Jira
Photoshop
Sketch
XD

Education

Certificate

Human Computer Interaction
Prime Digital Academy

Master of Fine Arts

Visual Studies
Minneapolis College of
Art + Design

Bachelor of Fine Arts

Painting · Drawing
University of Minnesota

Work experience

User Experience Architect · Visual Interaction Designer

U.S. Bank · Mpls, MN · August 2019–November 2019 · Contract

- › Collaborated with product owners and developers to translate business needs into intuitive customer-facing experiences for responsive web.
- › Partnered with accessibility teams to deliver A11y compliant designs to developers.
- › Interpreted brand standards into screen layouts and interactions using style guides and pattern libraries.
- › Communicated design decisions with wireframes, prototypes, and user flows.
- › Contributed to development of the design system.

UX/UI Designer

The Creative Group · Mpls, MN · June 2019–August 2019

Client: Surescripts

- › Collaborated with product managers and engineers to refine the existing experience.
- › Redesigned user flows and improved user interface.
- › Translated low-fidelity wireframes into visual designs.
- › Created interactive prototypes to demonstrate product functionality and deploy in usability testing.

UX/UI Design

Prime Digital Academy · Mpls, MN · January 2019–May 2019

Clients: Branch App, Monicat Data, GaardOne, UXPA

- › Contributed to definition of research initiatives.
- › Designed product features that fit into a larger experience.
- › Translated concepts into prototypes for early user testing.
- › Created strategic deliverables including customer journey maps and competitive analyses.
- › Developed a multi-touchpoint strategy based on stakeholder interviews and competitive research.
- › Conducted in-lab usability testing to validate design decisions.

Creative Director

Field Office, LLC / Rebecca Silus Studio · 2002–present

Selected clients: Adobe, Creative Market, Instagram, Uber, C/O Berlin, Debenhams, Kraus Anderson, Stanford University Press, Gustavus College, Ace Hotel, Hallmark, Microsoft, Trader Joe's

- › Collaborating with creative teams and managing a wide variety of projects that involve branding, illustration, surface patterns, photography, creative content, and original art.

Study, work and live abroad

Berlin, Germany
6 years

Goethe Institute

Berlin, Germany · 2 months

Volkshochschule

Heidelberg, Germany · 6 months

Hitchhiked Across France

3 weeks

Foreign language

German · Working proficiency

Speaking and panel discussions

Gustavus College

St Peter, MN · 2015

College of St. Catherine

St Paul, MN, · 2014

Minneapolis College of

Art + Design

Minneapolis, MN · 2007

Community involvement

UX Mentor

Prime Digital Academy · Mpls, MN · November 2019–present

Board Member

St. Anthony Falls Heritage Board · Mpls, MN, 2018–present

- › Assess project proposals and make budget recommendations for cultural projects within the heritage zone.

Artist-in-Residence

Santa Fe Art Institute · Santa Fe, NM · February–March 2011

- › Worked on-site with 12 international artists and gave a gallery talk open to the local community during the fully-funded residency.

Board Member, Marketing Chair

Rosalux Gallery · Mpls, MN · 2002–2004

- › Designed and maintained gallery website, developed content, co-organized events, and consulted with buyers and collectors.

Awards, fellowships, residencies

Artist Initiative Grant

Minnesota State Arts Board · 2019

Visiting Artist and Speaker

Gustavus College · 2015

Artist Initiative Grant

Minnesota State Arts Board · 2014

Fellowship and Artist Residency

Santa Fe Art Institute · 2011

Selected Artist

New American Paintings · Juror: Lynne Warren, Curator, Museum of Contemporary Art · Chicago · 2009

Artist Residency

Science Museum of Minnesota · 2006

MFA Opportunity Grant

Minneapolis College of Art and Design · 2006–08

MFA Trustees Scholarship

Minneapolis College of Art and Design · 2006–08

Selected Artist

New American Paintings · Juror: Raphaela Platow, Curator, The Rose Art Museum, MA · 2004