

Rebekah Terry

Senior Product Designer · UI/UX

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Product designer with a build-it mindset. As the sole designer for a national menswear brand, I take products end to end — from user research and a maintained Figma design system to shipping across native iPad, iPhone, and web. I also write the iOS code myself in Swift. A former educator, I design for how people actually learn and use products.

EXPERIENCE

Senior UI/UX Designer

Oct 2024 – Present

J.Hilburn · Dallas, TX

- Sole designer across J.Hilburn's native iPad and iPhone apps and web tooling used by stylists nationwide — **81 features designed, 56 shipped to production.**
- Designed all the iPad features that enabled the company to move every stylist off its legacy web platform — **the following month was the brand's highest-selling of the year.**
- Led user research across two geographic markets; synthesized findings with the PM and engineering lead to identify the #1 product priority from real user data.
- Built and maintained a scalable Figma design system and component library supporting agile delivery across multiple concurrent workstreams.
- Extended the role into native development — **designed and built J.Hilburn's iPhone app (V1), shipped to production** in Swift and Xcode; **stylist app usage more than doubled** after launch.

UI/UX Designer

May 2023 – Oct 2024

Encyclopaedia Britannica · Remote

- Designed across an education platform for grades 1–8 and shipped three products — a lesson redesign (**Expedition Learn**), an **admin analytics dashboard**, and the **Engage Reading** feature.
- Shaped the Engage Reading experience to build active reading habits step by step, and an analytics dashboard serving three audiences across multiple breakpoints.
- Increased engagement on a key learning module **20%** through improved UI navigation.
- Implemented WCAG accessibility standards and authored an internal reference resource for PMs, designers, and developers.

Product Designer · Internship

Apr – Oct 2023

No School Violence Project · Remote

- Translated complex AI capabilities into intuitive UX across teacher, student, parent, and admin experiences for an MVP app that helps schools identify and prevent violence.
- Applied human-centered design — discovery research, whiteboarding, and usability testing with 10 teachers — partnering with police-department stakeholders to define campus-safety and threat-reporting flows.

Product Designer · Internship

May – Aug 2023

Think Round, Inc. · Dallas, TX

- Designed “The Healing Rooms,” a virtual mental-health and wellness exhibit with writing, art-therapy, and meditation features.
- Established a design system ensuring brand consistency across web and mobile.

Reading & Language Arts Teacher

Jul 2021 – Jul 2023

Benjamin Franklin International Exploratory Academy · Dallas, TX

- Designed and implemented online and in-person curricula for diverse learners, including ESL students and students with learning disabilities.
- Increased critical thinking and reading comprehension **30%** for a target student group.

Service Designer

Sep 2019 – Jul 2021

FI Health and Life · Dallas, TX

- Designed and launched the company website, which increased lead generation **3X**.
- Designed employee training and onboarding processes that improved company efficiency **30%**.
- Redesigned internal operations — payroll, meeting management, and expense reporting — decreasing internal errors **10%**.

Small Business Owner

Jun 2014 – Nov 2021

By Air Land or Sea / Paper Comets · Dallas, TX

- Created and sold original stipple-ink illustrations and reproductions online and at regional shows.
- Designed city, state, and world maps from GIS data using QGIS, Adobe Illustrator, and Photoshop.

SKILLS & TOOLKIT

UX	User Research · Interviews · Personas · User Flows · Wireframing · Prototyping · Usability Testing · UX Writing
UI	Design Systems · Component Libraries · Native iOS (iPad/iPhone) · Web & Mobile · Data Visualization · Accessibility (WCAG)
Tools	Figma · Xcode · Photoshop · Illustrator · After Effects · Jira · QGIS
Build	Swift · HTML/CSS/JS · Claude Code · Instructional Design

EDUCATION & CERTIFICATIONS

MA, Education — University of Michigan, 2013 (GPA 3.9)

BA, Journalism & BA, English Literature (History minor) —
University of Oklahoma, 2010

UI Design Program — CareerFoundry, 2021–22

Advanced Digital Art & Illustration — CG Spectrum,
2021–22