
Becca Mayfield

beccamayfield.com
Somerville, MA
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EDUCATION

Masters of Science, Human Factors in Information Design

Bentley University, McCallum Graduate School of Business, Waltham, MA
McCallum Scholarship recipient
December 2020 | GPA: 3.9

Bachelor of Graphic Design, Minor in Industrial Design

North Carolina State University, Raleigh, NC
December 2008

EXPERIENCE

Product Design & User Experience Intern

06.2020 – present

Gain Life, Boston, MA

Collaborated with a multidisciplinary team focused on improving and streamlining an injured employee's experience on workers compensation.

Developed journey maps, wireframes, prototypes, accessibility guidelines, and both new and existing product features from conception to developer handoff. Role required synthesizing the competing objectives and needs of complex user types.

Senior Designer & Brand Strategist

09.2014 – 07.2019

Minelli, Inc., Boston, MA

Developed brand systems (positioning, visual/verbal tools, and experiences) for complex, mission-driven organizations, including the City of Boston, Collective Goods, Massachusetts General Hospital, Oxfam America, The Trustees, and Williams College.

Synthesized primary research and translated big-picture vision into cohesive brands that build momentum and are seen, heard, and felt by both internal and external audiences. Managed projects, clients, and junior designers.

It's Our Call Lab Co-lead (volunteer)

02.2017 – 06.2019

Indivisible Somerville, Somerville, MA

Primary designer of a tool to aggregate legislators' stances on hot issues prior to a vote so progressive activists can efficiently shape national policy. Conducted user research, developed information architecture, and managed a cross-functional volunteer team.

Senior Designer

01.2013 – 05.2014

Designer

12.2009 – 12.2012

Selbert Perkins Design, Arlington, MA

Creative strategy, brand management, and design development for clients including Bingham McCutchen, Boston Architectural College, MIT, and Tufts University.

SKILLS

Interaction design, usability testing, user research, information architecture, prototyping, Agile, visual design, developing brand systems, brand strategy

TOOLS

Acrobat, Balsamiq, Figma, Illustrator, InDesign, InVision, Jira, Keynote, Miro, Photoshop, PowerPoint, Sketch, Word, XD; familiarity with HTML/CSS and Python