

becky roetker

CONTACT

mobile | 513/604/3664

email | beckyroetker@gmail.com

web | beckyroetker.com

EXPERIENCE

Openfield Creative | *October-December 2018*

Contractor position as an assistant UX/UI designer. Worked to develop new edutech apps and websites and update other for MacMillan Learning. Responsible everything from wire-framing to validation to finalized design flows.

MKG | *August-December 2017*

Worked as the assistant experience designer on multiple projects for Target, Netflix, Delta, etc. I was responsible for concept development, 3D modeling, graphic development and design, and digital advertising.

Hasbro | *January-May 2017*

Assistant designer on Playskool Sesame Street.

Responsible for ideation and concepting for the 2019 line including the new Tickle-Me Elmo. Also assisted with development of the 2018 line. Responsible for research, sketch concepting, and electronic game play development.

Moody Nolan | *May-August 2016*

While part of the Environmental Graphic Design team, I worked on both supergraphics and wayfinding systems. I assisted in research, ideation, presentation creation, and final graphics.

Fisher Price | *September-December 2015*

Worked on the Imaginext team. Created various concepts for the spring 2017 line. Responsible for producing models, sketch concepts, as well as concept development.

Hasbro | *January-May 2015*

Assistant designer on the Play-Doh team. Responsible for ideation and concept development. Involved with producing models, concepts and brainstorming applications.

EDUCATION

University of Cincinnati, OH

College of Design, Architecture, Art, and Planning

B.S. Industrial Design, Class of 2018

GPA: 3.7 (cum laude)

Fairfield High School, Fairfield, OH

Graduated with Honors 2013

GPA: 4.2

PROGRAMS

Photoshop, Illustrator, Indesign, AfterEffects, Alias, Solidworks, Zbrush, Sketch-Up, Fusion360, Sketchbook Pro, Keyshot, SketchApp, Invision, Adobe XD, Microsoft Office

PROCESS

Research & Trend Analysis, Mixed Media Ideation, Strategy, Model Making, Prototyping, Scenario & Narrative Building, Deck Building & Storytelling, Brand, System Layout, Spatial Mapping, Ethnographic Research, Research Protocol, User-Lead Validation, UX Mapping, UX/UI Design, Internal Reviews & Feedback, Rendering, Laser Printer Operation, 3D Printing

INTERESTS

I love illustration and do character commissions in my free time. I'm a huge video game fan and my favorites are Mass Effect and Overwatch! I'm also in love with comics, books, hiking, and I can play the piano and the tuba.