

REBECCA MARTIN

Product Designer & Design Engineer

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United States | Remote

SUMMARY

I am a Design Engineer who turns product ideas into high-fidelity, animated, code-aware interfaces. Over ten years in product and UX design, game UX, brand, motion, and accessibility, and since 2025 building in code, with AI tooling as the accelerant. I think like a strategist, design like a senior product designer, and prototype into deployment without losing the intent of the original system.

EXPERIENCE

Founder, Product & Design Engineer | Spin Pass, Inc. | Jan 2025 - Present

- Built a white-label progression layer for iGaming and sports betting operators: battle pass mechanics turned into player progression, reward claiming, session recap, and return motivation.
- Designed the player experience end to end in Figma: tier progression, reward wallet, claim states, bottom sheets, and operator dashboards, inside free-to-enter compliance and responsible gaming limits.
- Modeled the engine on **100,000** simulated players with a 20% holdout: against the holdout, **+5.2%** games played, **+11 minutes** and **0.37 sessions** per active player, and **1.6 points** of day-1 retention.
- Built high-fidelity prototypes for investor, operator, and development conversations, with Figma and Claude Code accelerating the work, then turned the vision into requirements, pricing logic, and developer acceptance criteria.

Product Designer & Design Engineer | Independent practice | Mar 2021 - Present

- **4Cx, 4C Software, contract:** brand and logo design, site information architecture, responsive layouts, and component hierarchy for a platform with **\$1B+** in matched volume.
- **Tom Ford Beauty, contract:** a luxury digital campaign system, **245% over KPI** targets and **320% above** the CTA target.
- **Alexander McQueen, contract:** the AW23 campaign website, from information architecture to live build direction.
- **MARTECH Security & Defense Technologies:** responsive site, visual system, and information architecture, **+28%** cold outreach.
- **Nomie:** accessibility-first multiplayer trivia, **+30%** engagement. WCAG contrast work and two junior designers managed.

Head of Product & Game Strategist | PikMe | May 2024 - Dec 2024

- Led the product from discovery to live beta: vision, game strategy, roadmap, research, the design system, and end-to-end UI/UX.
- Built a 24-month roadmap and a scalable design system, so leadership, design, and development shared one model.

Economy and Monetary Systems Designer | Riot Games, contract | 2020 - 2024

- Contributed to monetary and player-facing systems for Valorant, across battle pass progression, the cosmetic shop experience, and gifting.

Brand Image Consultant | La Mer at Nordstrom | Dec 2019 - Jul 2021

- **+50%** product sales and **+20%** loyalty, through brand education and story-driven customer engagement.

SELECTED PROJECTS

- **Gacha Lab:** a gacha economy simulator, live since 2026, with the source public. Economy design, interface, and build.
- **Queue Up:** an AI-assisted battle pass tracker with personalized goals, reward badges, and motivation loops.

SKILLS

Product and UX Product design, UX design, UI design, user research, wireframing, design systems, information architecture, interaction design, accessibility (WCAG), UX writing, usability testing, branding

Motion App animation, micro-interactions, UI transitions, motion graphics, state-based interaction, game feedback loops

Frontend Prototyping in code, component-driven UI, responsive interfaces, cross-platform apps

Languages and frameworks React, Next.js, Tailwind CSS, Flutter and Dart (familiar), Python, HTML, CSS, JavaScript, TypeScript

Tools Figma, FigJam, Procreate, Miro, Blender, Claude Code, ChatGPT, Qualtrics, Google Analytics, Jira, Cloudflare

EDUCATION

Regent's University London MA, Luxury Brand Management | 2016 - 2017

Regent's University London BA (Hons), Screenwriting and Producing | 2013 - 2016

University of Cambridge BA studies, Abnormal and Criminal Forensic Psychology | 2011 - 2012