

ANGÉLICA ROSENZWEIG

User Experience Designer

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EXPERIENCE

GE Digital, San Ramon, CA

Senior Interaction Designer April 2016-Present
Interaction Designer July 2014-March 2016

Design and define the product direction for APM (GE's software suite to monitor industrial equipment performance), and predix.io (the primary web portal for GE's Industrial Internet Platform as a Service offering)

Conduct user studies, create wireframes, user journey maps, flow diagrams, and prototypes for complex software

Collaborate with multiple stakeholders, designers, developers, product managers and QA to implement designs into a cohesive product experience

Indiana University, Bloomington, IN

Research Assistant August 2013-May 2014
Associate Instructor August 2012-May 2014

Conducted empirical user research for a project funded by Intel-ISTC

Plan and lead weekly workshops on user research and design methods

Intel Corporation, Hillsboro, OR

Interaction Design/UX Intern May-Aug 2013

Planned and conducted user studies to evaluate usage of an existing application and understand users' mental models

Translated research insights into actionable design directions and presented findings to the team

Created wireframes to illustrate directions for a project dealing with personal information, privacy, and context-aware computing

Deutsche Bank Group, New York, NY

Associate January-June 2012
Analyst October 2010-December 2011

Customized electronic trading solutions to meet clients' requirements while taking into account the existing platform limitations

Managed client expectations through the onboarding process

Apple Inc, Cupertino, CA

Software Engineering Intern May-August 2008

Developed and tested a diagnostic application

EDUCATION

MS Human Computer Interaction Design

Indiana University Bloomington,
May 2014

BA Computer Science

The University of Texas at Austin,
May 2010

SKILLS

UX Methods

Ideation
Surveys
Personas
Interviews
Wireframing
Card Sorting
Ethnography
Cultural Probe
Storyboarding
Usability Testing
Journey Mapping
Contextual Inquiry
Flow Diagramming
Competitor Analysis
Low and High Fidelity Prototyping

Tools

Axure
Sketch
Balsamiq
Adobe Creative Suite
Arduino
HTML/CSS

Languages

Spanish: Native
English: Fluent