



# JEFFREY ROSAL

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## PORTFOLIO

JEFFREYROSAL.COM

## EDUCATION

### COLLEGE OF LAKE COUNTY

Anthropology  
Graduated -Associates

### SCHOOL OF THE ART INSTITUTE OF CHICAGO

Human Computer Interaction  
Art and Technology - Computer Science  
SAIC Scholarship recipient  
SAIC Merit Scholarship recipient  
Graduated- Bachelors

### STARTUP INSTITUTE CHICAGO

UX/UI Design, Research and  
Frontend Development

### NORTHWESTERN UNIVERSITY

Python, R, SQL, Machine Learning  
Data Analysis, Data Visualization  
School of Professional Studies Certificate  
in Data Science

**Data Driven, Creative  
UX Strategist,  
with a passion for  
turning complex decisions  
into simple tasks.**

## TECHNICAL SKILLS

UX/UI DESIGN, Bootstrap, Graphic design, HTML5, CSS3, JAVASCRIPT, React.js, Rails, Node.js, Sublime, ATOM, AXURE, Sketch, Balsamic, Invision, JAVA, C, OBJECTIVE-C, XCODE tools, Apple Script, QUARTZ, Processing, Tableau, D3, Leaflet, MapBox, Excel, Visual Basic, Hadoop, SQL, MongoDB, Python, Pandas, R, Spark, TensorFlow, AWS, Selenium, Jupyter Notebook, Web Scrapping, MATLAB, NLP, GIT, OpenCV, APIs, Google Analytics tools, Hubspot, Mail Chimp, Wordpress, PHP, Foundation, HCI, Agile, User testing, Systems Architecture, Video, Photography, ADOBE Photoshop, Illustrator, Premiere, After effects, LOGIC PRO, Blender-3D modeling, Digital Marketing, UNITY 3D Game engine, ARDUINO, RASPBERRY PI, Analog electronics-IC circuits, QA, Multivariate testing, SEO

## RECENT EXPERIENCES

### PRESENT - ASSISTANT INSTRUCTOR IN DATASCIENCE & WEB DEVELOPMENT

#### Northwestern University

- Python, R, HTML, CSS, JAVASCRIPT
- Database engineering, SQL, NOSQL, MYSQL
- Statistics, DataVisualization, TABLEAU
- Machine Learning
- Data Analysis

### PRESENT - UX STRATEGIST & DEVELOPER

#### The Apparel Agency

- Lead Web, app ,and Marketing
- UX/UI Design - user strategy
- Full Stack - app and web development

### 2014-2019 UX RESEARCHER & DEVELOPER

#### Cultivate Branding Agency

- Stake holder interviews
- Lead Qualitative testing and analysis
- Lead Quantitative testing and analysis
- Research - accessibility - QA standards
- UX Design - user journey - Site Architecture
- Analyze to find scope
- SEO and SEM for Digital Marketing
- Marketing Research and audit reporting
- Competitive research - MOZ
- Google analytics analysis
- Ad Word Tools -keyword - ppc - research

### 2013 CO-FOUNDER, UX/UI DESIGN, RESEARCH AND FRONTEND PeepmyFooty - skateboard tech

### 2013 UX DESIGN, RESEARCH AND FRONTEND DEV

#### Bucketfeet

## VOLUNTEER

### TEACHER & MENTOR

#### Arts of Life Chicago Studio

Artist Mentor and teacher to people  
with developmental disabilities