

Jessica del Rosario

Product Designer and UX Researcher

I create intuitive yet elegant design solutions that put users first.

Experience

Later Product Designer

January 2022 - Current | Vancouver, BC

- Leading UX design for our Creator & Brand Collabs feature, allowing creators and brands to connect, collaborate, and manage their campaigns.
- Iterating on feedback from UX researchers, FE/BE developers, product owners, and copywriters to define the direction of our product

Explo Product Design Intern

September 2021 - December 2021 | San Francisco, CA

- Lead the design of features from start to finish, making it easier for users to visualize and interact with their data
- Collaborated closely with engineering, sales, and customer support to identify ways to improve our product's usability

UBC Faculty of Applied Science UX/UI Designer

May 2020 - August 2021 | Vancouver, BC

- Lead the design for APSC's first design system — built component libraries and style guides that optimize accessibility and usability for developers, designers, and users
- Communicated with stakeholders, developers, and students, to ensure the our products aligned with their needs and goals
- Redesigned and tested all digital assets to reflect our faculty's updated branding, maintaining a cohesive look and feel

Involvement

nwPlus UX/UI Designer

May 2020 - September 2020 | Vancouver, BC

- Spearheaded the design direction for the HealthX event website, organized meetings between design and development, and tested our products for accessibility

UBC Launch Pad UX/UI Designer

September 2019 - May 2020 | Vancouver, BC

- Collaboratively created apps with an interdisciplinary team of engineers, marketing strategists, and designers while iterating upon their feedback
- Established product branding, conducted user research and testing, and translated data to wireframes and prototypes aimed towards helping users achieve their goals

UBC Student Communications UX Researcher

April 2019 - September 2019 | Vancouver, BC

- Used mixed user testing methods and interviews to identify issues and create solutions for users interacting with UBC online platforms
- Learned how to produce full case studies, research presentations, analyze user data, and report to designers for future changes

<https://jessicadr.github.io/>

jessicalimdr@gmail.com

+1 (204) 894-1438

LinkedIn

Skills

Design and Research

Wireframing & Prototyping
Interaction Design
Storyboarding
Illustration & UI Graphics
User Interviews
Contextual Inquiry
Persona/Scenario Development
Usability Testing
Data analysis

Tools

Figma
Sketch
InVision
Adobe XD
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Qualtrics
Google Analytics
Amplitude

Programming

HTML
CSS
JavaScript
SQL

Education

University of British Columbia

September 2017 - August 2021

B.S. Behavioural Neuroscience

Activities

UBC Music Initiative Executive

September 2018 - December 2019

Enhanced the UMI website using UX design principles, and involvement in community outreach concerts.

Visual Cognition Lab RA

May 2019 - August 2019

As a research assistant, I ran visual interface experiments and analyzed data to investigate potential methods to improve visual search and display.