Jessica del Rosario

Product Designer and UX Researcher

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

https://jessicadr.github.io/

jessicalimdr@gmail.com

+1 (204) 894-1438

LinkedIn

Experience

Explo Product Design Intern

September 2021 - December 2021 | San Francisco, CA

- Leading the design of features from start to finish for users to better visualize and interact with their data
- Collaborating 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

- Led 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 our products aligned with their needs and goals
- Redesigned and tested all digital assets while translating data into design improvements that followed a cohesive look and feel

Involvement

nwPlus UX/UI Designer

May 2020 - September 2020 | Vancouver, BC

- Led the design for HealthX, a hackathon encouraging collaboration between health sciences and computer science to improve technology within medicine and research
- Spearheaded the design direction of event website and merchandise, 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
- Communicated design ideas effectively to teammates from diverse backgrounds 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
- Produced full case studies and research presentations, analyzed user data, and reported to designers for future changes

Skills

Design and Research

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

Tools

Tools	Programming
Figma	HTML
Sketch	CSS
InVision	JavaScript
Principle	SQL
Adobe XD	
Adobe Illustrator	
Adobe Photoshop	
Adobe After Effects	
Google Analytics	
Qualtrics	
Jira/Confluence	
Linear	

Education

University of British Columbia

September 2017 - August 2021

B.S. Behavioural Neuroscience

Activities

UBC Music Initiative Executive

September 2018 - December 2019

Redesigned the UMI website to align with updated branding and user needs.

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.