

# Jessica del Rosario

## UX/UI Designer

I strive to create intuitive yet attractive design solutions for problems that will improve lives.

## Experience

### UBC Engineering UX/UI Designer

May 2021 - August 2021 | Vancouver, BC

Designing wireframes, user flows, and interactive personas with a focus on usability, while working with a cross-functional team to define guidelines for strategy and implementation.

### UBC Launch Pad UX/UI Designer

September 2019 - Present | Vancouver, BC

Collaboratively creating apps with an interdisciplinary team of developers, business strategists, and designers, while learning how to communicate my design decisions effectively. My role included conducting user research/testing, creating wireframes/prototypes, iterating upon feedback and establishing product branding.

### UBC Student Communications UX Researcher

April 2019 - September 2019 | Vancouver, BC

I used mixed user testing methods and interviews to identify issues and create solutions for users interacting with UBC online platforms. I also learned how to produce full case studies, research presentations, and analyze user data while reporting to designers for future improvements and changes.

## Projects

### Sprouts UX/UI Designer

January 2020 | nwHacks

Within 24 hours, I collaborated with a team of developers and designed an iOS app that helps users take care of their plants and reduce stress levels. I created high-fidelity designs, interactive prototypes, a product presentation, and conducted user testing.

### MoneyBee UI Designer

March 2020 | cmd-f

I designed an Android mobile app to educate the youth on finance through mini-games. Within 24 hours, I worked with a team of designers and developers to design educational mini-games, branding, and a product presentation.

## Awards

### Cmd-f First Place + Scotiabank Sponsor Prize

March 2020

MoneyBee: best project providing financial education for young women aged 10-15.

### BizHacks Third Place

February 2020

Blue Pocket: an Android app extension that brings Best Buy's 'Blue Shirt' service to their online shopping experience.

### Emergent BioSolutions Scholarship

June 2017 | Global Specialty Life Sciences Compay

Outstanding academic performance in sciences and commitment to the local community.

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## Skills

### Design and Research

Prototyping  
Sketching/Storyboarding  
User Interviews  
Contextual Inquiry  
Persona/Scenario Development  
Usability Testing  
Data analysis  
Wireframing

### Tools

Sketch  
InVision  
Figma  
Adobe XD  
Photoshop  
Illustrator  
Procreate  
Premiere  
Unity (learning)

### Programming

HTML  
CSS  
Javascript

## Education

### University of British Columbia

September 2017 - May 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 through musical performance.

### Visual Cognition Lab RA

May 2019 - August 2019

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