JESSICA DEL ROSARIO

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PROFILE

Behavioural Neuroscience student with interest and experience in UX research/design along with a comprehensive understanding of multiple user testing methods, design processes, and human cognition.

EXPERIENCE

UBC Launch Pad - UX/UI Designer
Vancouver, BC
September 2019 - Current
- UBC Launch Pad: student-run software engineering team devoted to building software projects in a collaborative, professional environment
- Conducting user research and creating lo-fi, mid-fi, and hi-fi designs for a Food Waste Management iOS app
- Collaborating with a team of 5 Developers, 2 Strategists and 1 other UX/UI Designer

Sprouts @ nwHacks - UX/UI Designer
Vancouver, BC
January 2020
- Within 24 hours, designed and conducted user research for an iOS app that helps users take care of their plants and reduces stress levels
- Created lo-fi/mid-fi/hi-fi mockups and conducted user tests to validate designs

UBC Student Communications Services - UX Researcher
Vancouver, BC
April 2019 - September 2019
- Used mixed user tests and interviews to identify issues and create solutions for users interacting with UBC online platforms
- Produced full case studies, research presentations, and analyzed user data
- Reported to designers for future improvements and changes

UBC Visual Cognition Lab - Research Assistant
Vancouver, BC
March 2019 - August 2019
- Ran visual interface experiments and analyzed data to investigate potential methods to improve visual search and display
- Tested visual search paradigm to study how visual search efficiency is affected by different image transformations

SKILLS

Design and Research
Prototyping
Sketching and Storyboarding
User Interviews
Contextual Inquiry
Persona and Scenario Development
Usability Testing
Data analysis
Wireframing

Technical
HTML/CSS, Sketch, InVision, Figma, Adobe Photoshop, Adobe Illustrator, Adobe XD, Adobe Premiere, JavaScript, Procreate

EDUCATION

University of British Columbia
Vancouver, BC
September 2017 - Current
- Bachelor of Science, Behavioural Neuroscience

Emergent BioSolutions Award
Global Specialty Life Sciences Company
2017
- Outstanding academic performance in sciences and commitment to the local community

ACTIVITIES

Interests
Music (piano, guitar, saxophone flute, vocal), swimming, snowboarding, video games, walking dogs, mental health outreach