

# JESSICA DEL ROSARIO

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## PROFILE

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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

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### **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

### **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

### **UBC Music Initiative - Webmaster**

Vancouver, BC

September 2018 - Current

- Used mixed user tests to design website based on updated branding and user results/feedback
- Developed marketing tactics and contributed to logo and cover page design
- Design of monthly event page

## SKILLS

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### **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

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### **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

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### **Interests**

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