

JESSICA DEL ROSARIO

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PROFILE

Motivated Behavioural Neuroscience student with interest in UX research/design, visual cognitive research, and mental health advocacy.

EXPERIENCE

UBC UX Lab - User Experience Researcher

Vancouver, BC

April 2019 - Current

- Used mixed user tests and interviews to identify issues and create solutions for users interacting with UBC online platforms
- Proposed redesigns for multiple online UBC platforms such as the Student Services Centre, newsletter, and academic calendar to improve usability

UBC Visual Cognition Lab - Research Assistant

Vancouver, BC

March 2019 - Current

- 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 layout and decoration based on specific theme
- Performed for musical outreach events and raised awareness of club events

Airbnb - Customer Service Representative

Winnipeg, MB

April 2018 - September 2018

- Identified needs of users, clarified information and researched issues in order to provide creative solutions and/or alternatives
- Developed soft skills to show empathy towards users to provide a positive user experience
- Assisted users navigating through Airbnb website and app

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,
Photoshop, Illustrator, Flash, 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