

# JESSICA DEL ROSARIO

204.894.1438 / jessicalimdr@gmail.com / www.linkedin.com/in/jessicalimdelrosario / https://jessicadr.github.io/

## PROFILE

---

Motivated Behavioural Neuroscience student with interest in UX research/design and a comprehensive understanding of human cognition.

## EXPERIENCE

---

### Launchpad - 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
- Currently ideating and designing term project
- Collaborating with a team of developers to build and deliver final product

### UBC UX Lab - User Experience 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
- 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 - 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

---

### 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