

# JESSICA DEL ROSARIO

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## PROFILE

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I strive to create effective yet attractive design solutions for problems that will improve lives. With a passion for design across all mediums and an academic background in behavioural neuroscience, I found the perfect integration of my skills in UX research/design.

## EXPERIENCE

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### **UBC Launch Pad - UX/UI Designer**

Vancouver, BC

September 2019 - Current

- UBC Launch Pad is a student-run software engineering team devoted to building software projects in a collaborative, professional environment
- Collaboratively conducting user research, creating wireframes, prototyping, user testing, and branding
- Effectively communicating with a team of developers, business strategists, and designers, while iterating upon feedback

### **Blue Pocket @ BizHacks - UI Designer**

Vancouver, BC

January 2020

- Within 24 hours, designed an Android mobile app extension with a team of developers to integrate Best Buy's in-store 'Blue Shirt' service quality with their online shopping platform
- Users can receive a personalized online shopping experience with product recommendations and descriptions tailored to who they are, their needs, and their level of knowledge

### **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 reduce 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

## 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

## AWARDS

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### **Third Place - BizHacks 2020**

- Created Blue Pocket, an Android app extension, with a team of developers, ranking Third Place out of 100+ teams

### **Emergent BioSolutions Award**

Global Specialty Life Sciences Company  
2017

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