Jessica del Rosario

Product Designer and UX Researcher

I strive to create intuitive yet elegant design solutions that put users first.

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LinkedIn

Experience

Explo Product Design Intern

Sept 2021 - December 2021 | San Francisco, CA

I am leading the design of features from start to finish across the design process while collaborating closely with engineering, sales, and customer support to identify ways to improve our products' usability.

UBC Faculty of Applied Science UX/UI Designer

May 2020 - August 2021 | Vancouver, BC

I created UBC APSC's first design system, while designing, testing, and conducting research for our online platform as we rebranded. As the lead designer for the design system, I learned how to build component libraries and style guides that optimize accessibility and usability for developers, designers, and users.

Involvement

nwPlus UX/UI Designer

May 2020 - September 2020 | Vancouver, BC

I was the design lead for HealthX, a hackathon encouraging collaboration between students in the health field and computer science to create products that will improve technology within medicine and research. I spearheaded the design direction, organized meetings between design and development, and tested our products for accessibility.

UBC Launch Pad Product Designer

September 2019 - May 2020 | Vancouver, BC

I collaboratively created apps with an interdisciplinary team of developers, business strategists, and designers, while learning how to communicate my design decisions effectively. I conducted user research and testing, created wireframes and prototypes, iterated upon feedback and established product branding.

UBC Student Communications UX Researcher

April 2019 - September 2019 | Vancouver, BC

I used mixed user testing methods and interviews to identify issues and create solutions for users interacting with UBC online platforms. I learned how to produce full case studies, research presentations, analyze user data, and report to designers for future changes.

Projects

Mindset

September 2020

I collaborated with the CEO to design the app store previews for Mindset4Dementia, a product aimed towards making dementia care more accessible to everyone.

Cmd-f 1st Place + Best Project Educating Young Women on Finance

March 2020

MoneyBee: Within 24 hours, I worked with a team of developers to create a mobile app that educates the youth on finance through mini-games. This project was part of an all-female hackathon geared towards supporting women in the field of technology.

Skills

Design and Research

Wireframing & Prototyping
Interaction Design
Storyboarding
Illustration & UI Graphics
User Interviews
Contextual Inquiry
Persona/Scenario Development
Usability Testing
Data analysis

Tools	Programming
Sketch	HTML
InVision	CSS
Figma	JavaScript
Adobe XD	SQL
Adobe Dimension	
Adobe Illustrator	
Adobe Photoshop	
Adobe After Effects	
Qualtrics	

Education

University of British Columbia

September 2017 - August 2021

B.S. Behavioural Neuroscience

Activities

UBC Music Initiative Executive

September 2018 - December 2019

Enhanced the UMI website using UX design principles, and involvement in community outreach concerts.

Visual Cognition Lab RA

May 2019 - August 2019

As a research assistant, I ran visual interface experiments and analyzed data to investigate potential methods to improve visual search and display.