Jessica del Rosario

UX/UI Designer

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LinkedIn

I strive to create intuitive yet elegant design solutions for problems that will improve lives.

Experience

UBC Faculty of Applied Science UX/UI Design Intern

May 2020 - Present | Vancouver, BC

Currently building the design system for UBC APSC, while conducting UX research for and redesigning multiple websites as we undergo a rebranding. As the project leader for most of these sites, I have learned how to work with and manage cross-functional teams of developers and marketing coordinators to define guidelines for implementation.

Involvement

nwPlus UX/UI Designer

May 2020 - Present | Vancouver, BC

Currently the design lead for HealthX, a hackathon encouraging collaboration between students majoring in health sciences and computer science, to create products that will improve technology within medicine and research.

UBC Launch Pad UX/UI Designer

September 2019 - May 2020 | Vancouver, BC

Collaboratively created apps with an interdisciplinary team of developers, business strategists, and designers, while learning how to communicate my design decisions effectively. My role included conducting user research/testing, creating wireframes/prototypes, iterating upon feedback and establishing 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. In this experience I learned how to produce full case studies, research presentations, and analyze user data while reporting to designers for future improvements and changes.

Project Awards

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

March 2020

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

BizHacks 3rd place

February 2020

Blue Pocket: an Android app extension that brings Best Buy's 'Blue Shirt' service to their online shopping experience.

Skills

Design and Research

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

Tools

Sketch
InVision
Figma
Adobe XD
After Effects
Illustrator
Procreate
Lottie
Blender (novice)

Programming

HTML
CSS
Javascript

Education

University of British Columbia

September 2017 - May 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.