

Jessica del Rosario

Product Designer and UX Researcher

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

Experience

UBC Faculty of Applied Science UX/UI Design Intern

May 2020 - Present | Vancouver, BC

Currently building the design system for UBC APSC, while designing, testing, and conducting research for our online platform as we undergo a rebranding. As the lead designer for our design system, I have 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 health 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 UX/UI 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.

BizHacks 3rd place

February 2020

Blue Pocket: Within 24 hours, collaborated with a team of developers while conducting product research and designing an Android app extension that brings Best Buy's 'Blue Shirt' service to their online shopping experience.

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LinkedIn

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
Adobe Dimension
Illustrator
Procreate
Qualtrics

Programming

HTML
CSS
Javascript

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.