

JESSICA DEL ROSARIO

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

PROFILE

Behavioural Neuroscience student with interest and experience in UX research/design along with a comprehensive understanding of multiple user testing methods, design processes, and human cognition.

EXPERIENCE

UBC Launch Pad - UX/UI Designer

Vancouver, BC

September 2019 - Current

- UBC Launch Pad: a student-run software engineering team devoted to building software projects in a collaborative, professional environment
- Conducting user research and creating lo-fi, mid-fi, and hi-fi designs for a Food Waste Management iOS app
- Collaborating with a team of 5 Developers, 2 Strategists and 1 other UX/UI Designer

Blue Pocket @ BizHacks - UI Designer

Vancouver, BC

January 2020

- Third Place
- Within 24 hours, designed an Android mobile app extension which integrates 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

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

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