

# Jessica del Rosario

Product Designer and UX Researcher

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

## Experience

### Later UX Designer

January 2022 - Current | Vancouver, BC

- Leading UX design for our Creator & Brand Collabs feature, allowing creators and brands to connect, collaborate, and manage their campaigns.
- Iterating on feedback from UX researchers, FE/BE developers, product owners, and copywriters to define the direction of our product

### Explo Product Design Intern

September 2021 - December 2021 | San Francisco, CA

- Lead the design of features from start to finish, making it easier for users to visualize and interact with their data
- Collaborated closely with engineering, sales, and customer support to identify ways to improve our product's usability

### UBC Faculty of Applied Science UX/UI Designer

May 2020 - August 2021 | Vancouver, BC

- Lead the design for APSC's first design system — built component libraries and style guides that optimize accessibility and usability for developers, designers, and users
- Communicated with stakeholders, developers, and students, to ensure the our products aligned with their needs and goals
- Redesigned and tested all digital assets to reflect our faculty's updated branding, maintaining a cohesive look and feel

## Involvement

### nwPlus UX/UI Designer

May 2020 - September 2020 | Vancouver, BC

- Spearheaded the design direction for the HealthX event website, organized meetings between design and development, and tested our products for accessibility

### UBC Launch Pad UX/UI Designer

September 2019 - May 2020 | Vancouver, BC

- Collaboratively created apps with an interdisciplinary team of engineers, marketing strategists, and designers while iterating upon their feedback
- Established product branding, conducted user research and testing, and translated data to wireframes and prototypes aimed towards helping users achieve their goals

### UBC Student Communications UX Researcher

April 2019 - September 2019 | Vancouver, BC

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

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## Skills

### Design and Research

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

### Tools

Figma  
Sketch  
InVision  
Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
Adobe After Effects  
Qualtrics  
Google Analytics  
Amplitude

### Programming

HTML  
CSS  
JavaScript  
SQL

## 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.