

JESSICA DEL ROSARIO

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PROFILE

Motivated Behavioural Neuroscience student with interest in UX research/design and a comprehensive understanding of human cognition.

EXPERIENCE

UBC Launch Pad - UX/UI Designer

Vancouver, BC

September 2019 - Current

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

UBC UX Lab - User Experience 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
- Proposed redesigns for multiple online UBC platforms such as the Student Services Centre, newsletter, and academic calendar to improve usability

UBC Visual Cognition Lab - Research Assistant

Vancouver, BC

March 2019 - August 2019

- Ran visual interface experiments and analyzed data to investigate potential methods to improve visual search and display
- Tested visual search paradigm to study how visual search efficiency is affected by different image transformations

UBC Music Initiative - Webmaster

Vancouver, BC

September 2018 - Current

- Used mixed user tests to design website based on updated branding and user results/feedback
- Developed marketing tactics and contributed to logo and cover page design
- Design of monthly event page

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,
Photoshop, Illustrator, Flash, XD,
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