

Joanne Schuster-Rocafort

Senior Product Designer

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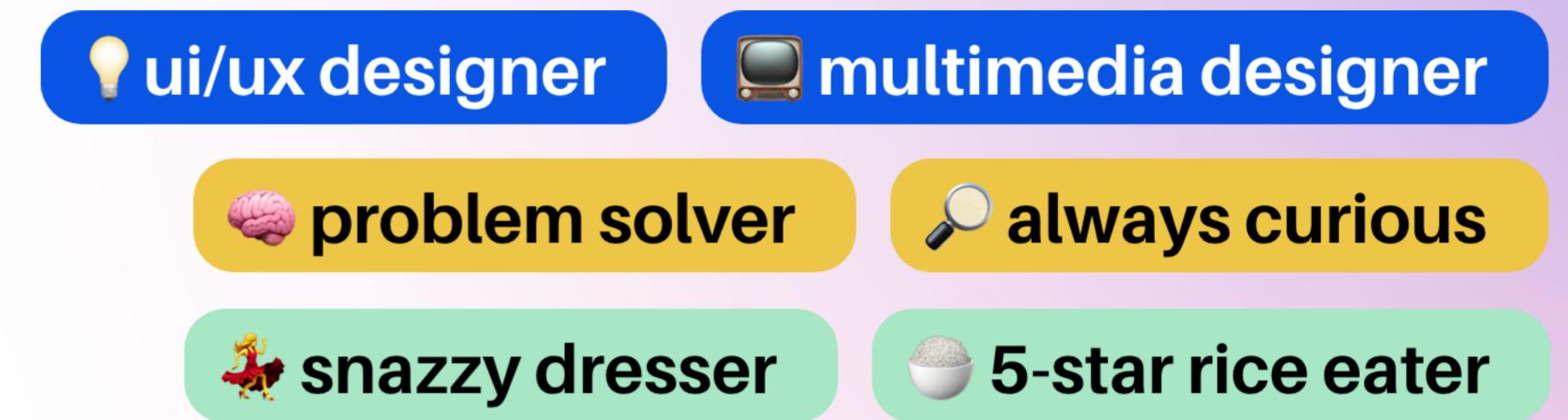
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Portfolio: joannerocaf.com / PortFolio2025

LinkedIn: [LinkedIn.com/in/joannerocaf](https://www.linkedin.com/in/joannerocaf)

Summary

Hello! I'm a product designer with 10 years of design experience based in California. I've led design initiatives in e-commerce and education, focusing on creating better experiences. My approach is simple: Good design is about making people's lives better. Growth, impact, and success will follow naturally.



Work Experience

July 2022 - February 2025

Senior Product Designer, BloomNation / Promenade

- Led B2B and B2C UI/UX design for e-commerce features, using a human-centered approach, adopted by 3000+ small business owners and customers
- Revamped the Restaurants vertical ordering platform, driving a 42% increase in orders and 43% in revenue
- Implemented in-app onboarding experiences achieving more than 2,000 combined completions
- Developed product marketing strategies that contributed to 51% revenue growth and 24% higher adoption for BloomNation PoS within a year
- Authored over 50 help center articles & scripts for partners' product education
- Composed engaging product emails with over 70% open rate, increasing feature understanding amongst our partners
- Collaborated with 60+ professionals across engineering, product, and customer success teams, while providing designers with guidance and insights
- Conducted user research and on-site business visits to discover opportunities for 3 new verticals

January 2017 - July 2022

UI/UX Specialist, CodeStack - San Joaquin County Office of Education

- Spearheaded design for public education products, improving efficiency for more than 87,000 of teachers and staff across California
- Reinvented an intervention platform that resulted in a 200% increase in revenue and 18% annual growth in adoption
- Mentored and taught 100+ students and interns for CodeStack Academy
- Built the department's design culture from the ground up and advocated for design to have a seat at the table with a team of 20+ engineers
- Facilitated community workshops online and in Downtown Stockton as part of CodeStack initiatives, engaging hundreds of local online and in-person attendees
- Developed 100+ education webpages to life with HTML, CSS and JavaScript

January - March 2016

Multimedia Intern, Director's Board Video and Film Production

- Completed 250+ work hours creating storyboards, video concepts for TV and online commercials, and designing graphics and layouts for digital ads and billboards
- Worked as an on-site production assistant for top 10% brands in the Philippines like Grab, Manulife and Mead Johnson Nutrition

October 2015 - June 2016

Graphic Designer, Off2Assist

- Created social media ads, booklets, and printed signage for 3 big real estate companies across Canada
- Crafted 5+ interactive multiple presentations and pitch decks for corporate and marketing use

Education

August 2012 - April 2016

Bachelor of Arts in Multimedia Arts

De La Salle-College of Saint Benilde

- Cleared 208 units of courses, learning with industry professionals in a high pressure environment
- Underwent extensive training on with design, web development, photography, videography, and motion graphics, delivering over 25 capstone projects

Skills

- product design
- product strategy
- design thinking
- wireframing
- prototyping
- Figma
- UI design
- UX design
- product marketing
- HTML
- CSS
- visual design
- responsive design
- a/b testing
- usability testing
- accessibility (WCAG)
- journey mapping
- feature adoption
- leadership and mentorship
- adobe
- photoshop
- userpilot
- pardot
- stripe
- web design
- cross-team collaboration
- stakeholder management
- storytelling