

Let's Make Something AWESOME



Rose Addis



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Portland, OR

Expertise

Digital Product Design

Medical Technology Interfaces

User Experience Design (UX)

Digital Strategy

Prototyping

Mobile App Development

Human Computer Interaction

Education

Bachelor of Science, Psychology

Oregon State University (2007)

Master of Education

Portland State University (2009)

Master of Education, Accessibility Certification

University of Portland (2017)

UX Certification

Google/Coursera Partner (2021)

Certified Java Programmer

Portland Community College
(2023)

ROSE ADDIS

UX and Product Designer

A resourceful and creative **digital product designer with over 8 years of industry experience**. Experienced with medical software design and implementation on mobile and web platforms.



Work Experience

2024

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NOW

Lead Digital Product Designer

Hemex Health (Portland, OR)

- **Designed a new React-based companion mobile app** for Sickle cell anemia testing devices in harsh environments.
- **Created user experience research studies** and supported implementation with usability studies, interviews, and survey logistics.
- **Designed multiple digital solutions** for user pain points including supporting serial and batch-testing workflows.
- **Incorporated feedback** from departments such as hematology diagnostics, engineering, marketing, and business management.
- **Created a design system** with reusable components in Figma, Miro, and Balsamiq.
- **Design high-fidelity user interfaces** for user testing and stakeholders presentations.

2023

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2024

Strategic Project Coordinator

Terwilliger Plaza (Portland, OR)

- **Design web and mobile applications using React** Native, Smartsheet, Appsheet, and external APIs for senior care employees.
- **Created, coded, and implemented security and interdepartmental coordination software** to increase transparency and improve efficiency standards for special projects.
- **Collect and analyze data from users**, define KPIs to measure conversion rate, code qualitative and quantitative user experience research results using HIPAA confidentiality standards and medical research best practices.
- **Oversaw digital transformation initiatives** within and between highly matrixed teams.
- **Reduced user task processing time 75%** by identifying change opportunities, improving accessibility, designing new workflows, and implementing digital automation.

ROSE ADDIS

UX and Product Designer



2019

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2024

Front-End Developer, Product Designer, and UX Researcher

Best Use Case Consulting (Portland, OR)

- **Designed and coded mobile app and website interfaces** for a variety of industries including medical, fitness, B2B, pets, energy efficiency, retail, logistics, and education.
- **Led web and mobile end-to-end product design process** by guiding client discovery, ideating, wireframing, prototyping, and leading offshore coding teams.
- **Designed new features for responsive web and mobile applications** using tools such as Photoshop, WordPress, Squarespace, React, JavaScript, and CSS/HTML.
- **Increased customer leads by 10X** for a B2B and logistics clients by designing AI bots, intuitive icons, improving information hierarchy, fine-tuning copy, and creating animated illustrations and graphics.
- **Built an entire digital suite** for a nonprofit including mobile application, online covid pre-registration system, and companion app using WCAG best-practices.
- **Reduced line wait times by 44%** for in-person nonprofit-run events by developing and implementing a user-friendly QR code-based check-in system.
- **Increased new customer exposure by 109%, engagement by 228%, and grew new memberships by 355%** for a nonprofit by creating a brand consistency strategy for both digital and print media, implementing a style guide, and creating new experiences for web and mobile platforms.
- **Achieved triple-digit online engagement** by leveraging user data from user experience interviews, A/B testing, surveys, heatmaps, HotJar and Google analytics, and market research.
- **Grew monetization opportunities by 3X and revenue by 4X** for a nonprofit by heading the digital marketing campaign and designing new online user experiences.
- **Promoted from Product Designer to Director of Marketing** at the Portland Blues and Jazz Society in 2022.

2019

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2009

Technology and Coding Curriculum Designer

Portland Public Schools, Portland, OR

- **Created a new mobile application development curriculum** for scripting, design thinking and digital literacy integrating licensed and novel learning materials.
- **Designed Android apps** that aided teachers in planning student behavior and disability support programs.
- **Conducted field study user research** in collaboration with private software companies including card-sorting, tree-testing, usability testing, in-person interviews, and 5-second testing.