

# Eduardo Rosa

## UX DESIGNER

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## PROFILE

I am looking to make a career shift into the UX design field to put my passion for web design and customer service towards helping companies succeed. I am a logical and results-driven worker dedicated to providing a high level of professional expertise and technical proficiency. I am an analytical problem solver with a calm and focused demeanor.

## SKILLS

### DESIGN

Wireframing, Sketching, Prototyping, Responsive Design, UI Design, Design System, Interaction Design, Accessibility

### RESEARCH

User Research, User Interviews, Usability Testing, Sitemap, Card Sorting

### TOOLS

Figma, Sketch, Adobe XD, InVision, Adobe Photoshop, Zeplin, Notion, Asana

### DEVELOPMENT

HTML5, CSS3, WordPress, Webflow

## LANGUAGES

English, Spanish

## PROJECTS

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### UX Researcher & Designer | [RoadRescue](#)

March 2022 - May 2022, Capstone Project

- Created an end-to-end roadside assistance app that emphasizes educating users about car maintenance.
- Identified user pain points, motivations, and behaviors, and synthesized the results into affinity maps.
- Utilized Figma, Invision, and Canva to develop a fully working prototype.

### UX Researcher & Designer | [Nurture](#)

March 2022 - April 2022, Health Care Project

- Developed an app that provides instant medical care to millennials and also guides them through health management.
- Analyzed research, sketched prototypes, and tested usability before creating a high-fidelity prototype.

### UI Designer | [Stomp Out Bullying Redesign](#)

April 2022 - April 2022, Design Sprint

- Collaborated with four other UX designers to evaluate and redesign the current Stomp Out Bullying website.
- Developed site maps, wireframes, and prototypes using Figma to communicate solutions.
- Improved the ability for users to report bullying and speak confidentially with a counselor.

## EXPERIENCE

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### Freelance Website Designer | RosaCreatives

February 2020 - Present, New York, NY

- Collaborated with stakeholders to develop branding, editorial, and promotional content.
- Presented design concepts to stakeholders and iterated upon designs promptly.
- Improved website rankings by conducting keyword research and implementing SEO best practices.

### Ground Operations | JetBlue Airways

May 2013 - Present, Queens, NY

- Conducted departure and arrival briefings.
- Collaborated with on-site personnel for problem resolution and seamless airline operations.
- Monitored airfield activities and personnel to improve procedures, workflows, and tasks.

## EDUCATION

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### BrainStation | Diploma, User Experience Design

March 2022 - May 2022. New York, NY

### Essex Street Academy | High School Diploma

September 2006 - June 2010. New York, NY