

Rosa Genetti

Product Designer

I'm a user experience and interaction designer with 3 years experience in social impact startups, a bachelor's in Design for User Experience, and a background in social work.

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Experience

PRODUCT DESIGNER (UX & UI) . April 2022-Present
Sourcemap; Manhattan, NY (Hybrid)

Sourcemap is a SaaS B2B focused on supply chain visibility and traceability. Clients include Nike, Breitling, and Ferrero. Named one of TIME Magazine's Best Inventions in the Social Good category 2023 and Fast Company's List of World's Most Innovative Companies for 2023

- Lead design of a luxury consumer facing supply chain visualization experience using Figma and Netlify for Breitling Watch generating over 20 news articles, receiving over 2k views on LinkedIn, and serving as a foundation for future traceability Breitling partnerships
- Manage project timelines and acceptance criteria using JIRA and lead discussions with cross functional partners, C-suite, and executive leadership on progress updates for Breitling collaboration
- Increase Customer Analysts' capacity by 20% by developing a model to automate data consolidation enabling faster mapping and analysis
- Establish Fun Committee to expand company culture and plan 2 events per month including holiday celebrations, learning, and volunteer experiences

UX/UI DESIGN CONSULTANT . September 2020-April 2022
Freelance; Remote

Offered user experience and interface design to clients in the social impact sector. Understood users' needs and collaborated with clients to deliver mobile and website experiences. Key projects include:

- Increased ease of navigation by 60% through re-designed user flows and information architecture using Adobe XD and Miro on a service marketplace
- Improved user understanding of website objectives by 80% through up-leveled messaging and clear branding using A/B testing and Figma

UX/UI MOBILE APP DESIGN INTERN . May 2019-September 2019
Pantsuit Professionals; Manhattan, NY

PantSuit Professionals is an early stage fintech budgeting app startup, focused on empowering women through financial literacy and independence.

- Animated pixel-perfect interactions using Principle and Figma to increase user enjoyment on a mobile budgeting app
- Ideated home page layout and navigational flow through sketching and Miro

Tools

- Figma
- Principle
- Adobe Creative Cloud
- Mural
- Miro
- Slack
- JIRA

Skills

- Design Sprints
- Interactive Prototypes
- Animations and Interactions
- A/B Testing

Education

B.S. Design for User Experience
Lesley College; Cambridge, MA
2020

B.S.W. Social Work
Marist College; Poughkeepsie, NY
2017