

# ROSA GENETTI

## UX DESIGNER

New York, NY 10022

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### EXPERIENCE

#### **UX Consultant, Olas.io; Remote — June 2020-August 2020**

Ed tech start-up website end to end design

- Designed User Dashboard, Notifications, & Messaging
- Owned project management for timeline, deliverables, and client communication for design team of four

#### **UX Consultant, Opperty; New York, NY — NY 2019-2020**

Service marketplace redesign focused on social good

- Liaised with stakeholders and current users to propose design solutions to strengthen UX Copy and Brand Cohesion
- Owned User Research, Information Architecture, Visual Design, and User Testing for Site Navigation, User Flows, & Filters
- Implemented industry standard features to match users' mental models

#### **UX Intern, Pantsuit Professionals; New York, NY — May 2019-August 2019**

Fin tech budgeting mobile app end to end design

- Collaborated with client, developers, and product managers to help define product requirements and road map
- Led User Research, UX Strategy, Information Architecture, Interaction & Visual Design, & User Testing on the Main Home Feed
- Developed a style guide

### EDUCATION

#### **BS Design for User Experience — Lesley University, February 2020**

#### **User Experience Design Certificate — Beginex, February 2020**

#### **BSW Social Work — Marist College, May 2017**

### SKILLS

Sketching, Wireframing, Prototyping, Affinity Mapping, User Flows, Information Architecture, Typography, User Interface, Interviewing, Usability Testing, Comparative Analysis

### TOOLS/SCRIPTS

Adobe CC, Adobe XD, Sketch, InDesign, Figma, Marvel, Balsamiq, Slack, Zoom, HTML, CSS, SWIFT