

# Rosemary Paredes-Vásquez

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**UX Designer** specializing in eCommerce, Fintech, and SaaS. My life's passion is crafting impactful design solutions and guiding them from concept to completion through research, iteration, and data-driven insights. I'm committed to continuous learning, embracing new technologies, and collaborating to ship innovative products.

## Experience

**Product Design Lab Manager (Contract)** | Reality AI Remote | Mar 2024 - Aug 2024

- **Created comprehensive design artifacts** such as personas, user journeys, wireframes, and high-fidelity comps to support new feature launches.
- **Led the design of an open-source career coach tool and teaching assistant**, coordinating a team of 30+ designers with AI and software development departments.
- **Implemented user research methodologies** (interviews, surveys, ethnographic study with 20+ users) to develop detailed personas and user journeys.
- **Collaborated with product managers, growth teams, and content designers** to enhance user journeys, improve customer satisfaction, and uncover scalability opportunities.
- **Worked with developers to create experiential learning tools** for designers and software engineers adopting AI, achieving 2x user base growth and supporting B2B expansion.

**UX Designer (Contract)** | Sarah Esмоingt Atelier New York, NY | Feb 2024 - Apr 2024

- **Led the comprehensive redesign of the client's website**, managing the transition from fashion to interior design while collaborating with the client's legal and business advisors.
- **Conducted user testing, A/B testing, business research, and heuristic analysis to overhaul the information architecture**, improving findability for diverse clients and increasing task efficiency by 29%, resulting in a streamlined user experience.
- **Utilized responsive and atomic design principles** to create a responsive site optimized for web, tablet, and mobile.

**UX Designer, Team Lead (Contract)** | Apostrophe New York, NY | Sept 2023 - Oct 2023

- **Led a 4-member team to design and refine an iOS app** aimed at streamlining business operations for artists, delivering a fully functional prototype for investor rounds.
- **Achieved a 49-second reduction in task completion time and an 8% increase in user ratings** through 3 rounds of user testing, ensuring alignment with user needs and business goals.

**Merchandise Coordinator** | West Elm New York, NY | Dec 2022 - Apr 2023

- **Optimized the customer shopping journey** by managing imagery for 9+ home decor categories and providing actionable insights through visual reports to the VP of Merchandising and Buyers, influencing critical business decisions.

**Fabric & Production Assistant** | Vera Wang New York, NY | Sept 2021 - Dec 2022

- **Created detailed fabric, beading, and lace elements using Illustrator and Photoshop**, playing a key role in developing high-fashion garments.

## Skills

### UX/UI:

Card Sorting, Heuristic Evaluation, Information Architecture, Interface Design, Journey Mapping, Persona Creation, Responsive Design, Service Design, Usability Testing, User Flows, Wireframing & Prototyping

### Tools:

Figma, Sketch, Photoshop, Illustrator, Zeplin, Airtable, Maze, Optimal Workshop

### Front-End Web Development:

HTML, CSS, JavaScript

## Education

### BFA in Apparel Design

Fashion Institute of Technology  
2020

## Certifications

### UI Deep Dive and Clinic

School of Visual Arts  
Dec 2023

### UX Design Immersive

General Assembly  
Oct 2023

### Front-End Web Development

General Assembly  
2017