

# Rosemary Paredes-Vásquez

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**Product Designer** with a background in SaaS, EdTech, and eCommerce, leveraging extensive experience in product development and CAD design. I specialize in leading design solutions from ideation to execution through research, iteration, and informed business decisions - with a flair for beautiful visuals.

## Experience

**Product Design Lab Manager (Contract)** | Reality AI Remote | Apr 2024 - Current

*Led the design of a generative AI-powered career coach and teaching assistant, informed by thorough research decisions and streamlined internal processes through service design.*

- Synthesized user research and insights to inform the initial version of a career mapping tool, utilizing user personas, surveys, competitive research, user journeys, and blueprints.
- Facilitated ideation efforts through sketching, dot voting, low-fi to hi-fi wireframing, and prototyping. Designed the UI within the company's design system to ensure seamless project handoff.
- Conducted a thorough month-long ethnographic study involving 23 users, informing strategic decisions and implementation strategies for the squad feature launch.
- Collaborated with project managers, developers, visual designers, and marketing to refine the user onboarding process, with a projected scalability of 2x the users within 3 months.

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

*Led the redesign from research to relaunch of the client website, ensuring seamless expansion of the consumer segment from fashion into interior design while maintaining the brand identity through collaboration with the client and business advisor.*

- Achieved significant website performance improvements, including a 29% higher direct success rate, 57-second task completion time reduction, and higher user ratings.
- Conducted user testing, A/B testing, business research, and heuristic analysis to lead the project in redesigning the information architecture after discovering additional user pain points and needs.

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

*Led a 4-member team in planning and designing an iOS app, streamlining artists' business operations utilized for investor rounds.*

- Achieved a 49-second task completion time reduction and an 8% increase in user ratings.
- Utilized agile design to develop a fully functional Figma prototype.

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

- Coordinated online imagery strategy for over 9 categories including garden products, identifying conversion opportunities and generating high-level visual reports instrumental in guiding business strategy.

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

- Developed intricate fabric, beading, and lace designs, streamlining communication and reducing the lead time between production teams and vendors.

## Skills

### UX/UI:

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

### Tools:

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

### Front-End Web Development:

HTML, CSS, JavaScript

## Education

### School of Visual Arts

UI Deep Dive and Clinic  
Sept 2023 - Dec 2023

### General Assembly

UX Design Immersive  
Jul 2023 - Oct 2023

### Fashion Institute of Technology

BFA in Apparel Design  
2020

### General Assembly

Front-End Web Development  
2017