

Rosemary Paredes-Vásquez

UX Designer

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UX Designer with a proven track record of fostering innovation through research-driven solutions. I leverage extensive expertise in the home and fashion industries, including CAD design, cross-functional collaboration, and e-commerce, to deliver impactful user experiences.

Skills

UX Design | Web & Mobile Design, Interface Design, Wireframing & Prototyping, User Flows, Information Architecture, Usability Testing, Heuristic Evaluation, Persona Creation, Journey Mapping, Card Sorting
Toolbox | Figma, Sketch, Photoshop, Illustrator, HTML, CSS, JavaScript, Zeplin, AirTable

Professional Experience

Sarah Esмоingt Atelier | Product Designer New York, NY | Feb 2024 - Current

- Spearheaded the transformation of the embroidery designer and consultant webpage, resulting in improved business performance and extended outreach.
- Leveraged usability testing, heuristics, and comprehensive business research to achieve optimal design solutions.

Third Vista LLC | UX Designer, Project Manager New York, NY | Sept 2023 - Oct 2023

- Led a 4-member team in planning and executing an iOS app, streamlining artists' business operations, and achieving an 8% increase in user ratings.
- Utilized agile design methodologies and user-centered design approaches to develop a fully functional Figma prototype.

Burberry, House of Gilles | Embroidery Design Freelancer New York, NY | Apr 2023 - Current

- Collaborated with Creative Directors and Embroidery Designers to execute intricate embroidery designs, utilizing Illustrator, Photoshop, and manual techniques to maintain garment standards in fast-paced development timeframes.

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

- Coordinated online imagery strategy, identified conversion opportunities, and generated high-level visual reports instrumental in guiding business strategy.

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

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

UX Design Projects

PlayPal: Financial Literacy for Kids | UX Designer | iOS iPad & iPhone App Sept 2023

- Conducted user research and crafted intuitive interfaces, resulting in tailored interactive prototypes for two distinct target demographics.

Cookie Jar: Financial Goal Support for Couples | UX Designer | Desktop & Mobile site Aug 2023

- Applied affinity mapping and feature prioritization to derive key actionable insights, guiding the design process through ideation, mid-fi prototype, and hi-fi prototype.

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, Minor: History of Art 2020

General Assembly | Front-End Web Development Certificate 2017