

Rosemary Paredes-Vásquez

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Product Designer specializing in SaaS, eCommerce, EdTech, and Fintech. 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 Esmoingt 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