Roselle Bernardino

PRODUCT DESIGNER | WASHINGTON, DC

uxzelle.com | linkedin.com/in/rosellebernardino

(xxx) xxx-xxxx
xxxxxxxx@xmail.com

EXPERIENCE

Product Designer

KESSEL RUN ● APRIL 2022 - PRESENT

- Lead design on the product team across the entire product lifecycle, from discovering & defining the problem to iterating on a product in production
- Define the vision for the user experience & involve teammates in the design process
- Define product vision, strategy, roadmap, and backlog
- Test product assumptions by conducting user interviews & researching the product space using prototypes & mock-ups

Freelance Product Designer

UXZELLE ● MAY 2021 - APRIL 2022

- Created user journeys, information architectures, wireframes, and prototypes
- Conducted user research, UX audits, heuristic evaluations, and competitive analyses
- Developed UI patterns based on the company's branding guidelines
- *Concept clients include: Twitch, OptiMenu, and dchappyhours.com

Interior Design Project Manager

M.S. VICAS INTERIORS ● MARCH 2019 - MAY 2021

- Redesigned workflows and internal design solutions that sped up the design approval process and increased active projects by 400%
- Implemented Agile project management methodologies to keep up with the newly designed processes
- Established project constraints, defined & executed design objectives, and ideated possible design & logistical solutions

More experience listed on LinkedIn ⟶

PROJECTS

Product Designer

*OPTIMENU ● AUGUST 2021 - OCTOBER 2021

- Researched for, designed, and prototyped a new restaurant menu mobile app that has a refined search/filter function for each menu and uses AR technology to solve the issue of unknown meal portions

UX/UI Designer

*TWITCH ● JUNE 2021 - AUGUST 2021

- Designed additional streamer features for the Twitch mobile app to increase app usage and positive user experience
- Facilitated user research, created user flows, wireframes, concept designs, and interactive prototypes   to give clarity to new features for the mobile app
- Led UI design to optimize streaming features (that were native to the browser) for the mobile app

*Concept clients for personal projects

EDUCATION

Interaction Design Foundation

COURSE CERTIFICATES ● MAY 2021 - PRESENT

- 7 Courses Completed in the **Top 10% or Best in Class (100%)**
- **Notable Courses:** Human-Computer Interaction, Visual Design: The Ultimate Guide, Journey Mapping, Design Thinking, Designing for AR/VR

Uxcel

COURSE CERTIFICATES ● JULY 2021 - PRESENT

- Verified Designer **Top 15%**
- Color **Top 5%**
- Accessibility **Top 1%**
- Typography **Top 10%**
- 8 Courses Completed
- **Notable Courses:** Accessibility, Common Design Patterns, UI Components I (Basic), UX Design Foundations, Color Psychology, Typography, Design Composition

University of California, Davis

B.A. DESIGN, B.A. LINGUISTICS ● 2009 - 2013

- The Design curriculum at UC Davis included courses in interior architecture, graphic design, and narrative environment design

SKILLS & TOOLS

Software

Figma	Bravo Studio	InDesign	Wix/EditorX
LucidSpark	Photoshop	Miro	Mural
Zeplin	Illustrator	InVision	PowerPoint

Design

Mobile Apps	Task Flow
Web Design	Prototyping
Wireframing	Posters, handbooks,
User Flow	brochures, packaging

Project Management

Agile Methodologies	Slack	GitLab
(Kanban & SCRUM)	Discord	Trello
Jira	Google Suite	
Asana	Quickbooks	

Research

User Surveys	Competitive Analysis	Personas/User Stories
User Interviews	Task Analysis	Journey Mapping
Heuristic Analysis	Card Sorting	Usability Testing