

JOEL ROSADO
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EDUCATION

IOWA STATE UNIVERSITY

Masters of Science: Human-Computer Interaction Starting January 2017

UNIVERSITY OF MARYLAND

Bachelor of Arts: Fine Art and Design August 2008–January 2009
Bachelor of Arts: Political Science and Iberian Literature August 2002–December 2005

COURSERA

Certificate of Accomplishment: Stanford University – HCI June 2012–July 2012
Certificate of Accomplishment: Design Thinking Action Lab July 2013–August 2013

SKILLS

Digital: Sketch, Atlassian JIRA, Rally, HTML, CSS, Javascript & JQuery, Justinmind Prototyper, Axure, Omnigraffle, Balsalmiq, iOS, Android and Windows Phone
Research: Stakeholder interviews, user interviews, usability testing, remote testing, mobile testing, recruitment, personas, and storytelling reporting

EXPERIENCE

LIFION - ADP INNOVATION LAB

User Experience Designer III New York, New York April 2015–Present

- Work hand-in-hand with product managers and engineers on defining requirements
- Plan and conduct interviews with stakeholders on product requirements, expectations, gaps in knowledge, and competitors
- Facilitate, notate, and execute interviews based on the identified gaps in information and research questions
- Involve and educate product and development on research methods, UX design, and UI design to create buy-in
- Develop flows, wireframes, storyboards, and prototypes based on information gathered during research and requirement generation
- Persuaded team to conduct low-budget usability testing plan on several applications

U.S. PATENT & TRADEMARK OFFICE - APPLIED TECHNICAL SYSTEMS

User Experience Researcher Alexandria VA January 2014–April 2015

- Instituted and lead usability testing program for multi-million dollar software application
- Interview patent examiners and execute usability tests using Morae software
- Compile statistical data from each test into presentation and formal reports
- Provide recommendations on features and bug fixes based off of testing data
- Work with product owner on assembling acceptance criteria for user stories

3 PILLAR GLOBAL

Senior User Experience Consultant Fairfax VA August 2012–January 2014

- Collaborate with teams on product, design and implementation
- Performed heuristic evaluation on all mobile and web properties for GEICO
- Improved design and interaction for GEICO iPad application
- Team up with developers in Romania and Argentina on UI development
- Clarify and prioritize user stories with development, product and stakeholders
- Conducted user research and usability studies on behalf of client projects
- Redesigned Personal's Android application

SYMPPLICITY SOFTWARE

User Interface Designer/Developer Arlington VA May 2012–July 2012

- Create wireframes for internal products based on business requirements
- Produce documentation and wireframes for government client websites
- Work with PHP developers and product managers on implementing software updates
- Design user interface elements and data visualizations for suite of products