

JOEL ROSADO 301.693.4457 www.rosadojoel.com rosadojoel@gmail.com NYC/Remote

EDUCATION

UNIVERSITY OF MARYLAND

BA: Fine Art August 2008 – January 2009
BA: Political Science, Spanish Literature August 2002– December 2005

COURSERA

Certificate of Accomplishment: HCI June 2012 – July 2012
Certificate of Accomplishment: Design Thinking July 2013 –August 2013

SKILLS

DIGITAL

Sketch, Atlassian, Adobe Creative Suite, Rally, InVision, Justinmind Prototyper, Axure, Omnigraffle, Balsalmiq, iOS, and Android

RESEARCH

Stakeholder interviews, user interviews, usability testing, remote testing, mobile testing, recruitment, personas, and storyboarding

EXPERIENCE

BRAZE

User Experience, NYC November 2016 – Present

- Produce product requirements, expectations, gap analysis, and competitor analysis that informed research planning
- Recruit participants through in-house Customer Success Management team in order to streamline communications/logistics
- Educate young product and development teams on research methods, UX design, and UI design to create buy-in
- Interview internal marketing teams to more fully immerse myself in digital marketing language and customs so that I could dig deeper into customer work
- Execute interviews using scripts, prototypes, and Braze platform in order to decrease business/development risk and find growth opportunities so that the company could better provide value

LIFION - ADP INNOVATION LAB

User Experience Designer III, NYC April 2015 – August 2016

- Design and research human resource management software applications including: employee onboarding, tax and compliance reporting, performance management, time-off, and organizational structures
- Persuaded product group to conduct user interviews, usability testing, and implement UX best-practices
- Coordinated deeper inquiries with ADP researchers

U.S. PATENT & TRADEMARK OFFICE - ATS

User Experience Researcher, Alexandria VA January 2014 – April 2015

- Instituted and lead usability testing program for \$10M+ dollar software application with a group of more than 400 beta users
- Interview patent examiners and execute usability tests using Morae software
- Compile statistical data from each test into presentation and formal reports later presented to USPTO senior staff
- Provide recommendations on features, redesigns 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

- Performed heuristic evaluation on all mobile and web properties for GEICO
- Redesigned GEICO iPad application after review of product
- Work with developers in Romania and Argentina on UI development for Quantuvis, GEICO, PBS Kids, IHG Hotels, Product Workbench
- Clarify and prioritize user stories with development, product and stakeholders
- Conducted user research and usability studies on behalf of client projects
- Persuaded Personal to conduct mobile usability tests to find problems and obstacles in their core use cases