

JULIANA ROSARIO

DESIGN • PRODUCT DESIGNER • UX/UI

CONTACT

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TOOLS & SKILLS

- Figma
- ChatGPT
- Jira
- InVision
- Confluence
- Office365
- Sketch
- Adobe Creative Suite
- Managing
- Wireframing
- Prototyping
- Product Documentation
- Storyboarding
- User Testing

EDUCATION

Thinkful 2022

UX/UI Certification

6-month, mentor-guided comprehensive UX/UI Design Bootcamp mastering user-centered design principles, tools, and methodologies.

PRATT Institute 2018

UX/UI Certification

Immersive program focused on developing advanced skills in user experience and interface design through project-based learning and industry-standard tools.

Savannah College of 2009-2013

Art & Design

BA Fashion Design & Marketing/Management

Specializing in innovative design techniques, brand development, and strategic market analysis.

WORK EXPERIENCE

UX/UI Designer - Digital Product Designer

EntryPoint Networks

April 2023-Present

- **Leading UX/UI Overhaul:** Executed a UX/UI overhaul of EntryPoint Networks' 3 core SaaS platforms, leading to a completely new and easy-to-use experience for our clients and their customers.
- **Design System Innovation:** EntryPoint's first design system, encompassing 400+ components, to enhance development workflows, elevate product consistency, and improve quality, resulting in a 25% boost in productivity for the development team.
- **Strategic Cross-Functional Collaboration:** Collaborated closely with the Operations team to align product development with both internal operational efficiency and external customer satisfaction, tailoring services to meet comprehensive needs.
- **AI Integration for Design Excellence:** Spearheaded the implementation of cutting-edge AI technology in design processes, resulting in a 40% reduction in Front End production time.
- **Data-Driven Product Strategy:** Leveraged user feedback and competitive insights, I guided product development strategies, ensuring EntryPoint's solutions are at the forefront of market demands and user expectations.
- **Project Management Mastery:** Championed project management excellence by optimizing project workflows, enhancing documentation procedures.

Senior Manager of Design

Macy's Inc. - Style & Co. *Knits & Sweaters*

July 2019 - April 2023

- **Team Leadership:** Led a team of assistants, associates, and freelancers, coordinating daily tasks to ensure an efficient workflow within the design department.
- **Design Innovation:** Collaborated with the Design Director to innovate sweater and knit designs, incorporating customer feedback and trend analysis to meet market demands.
- **Cost Reduction & Efficiency:** Streamlined the yarn strategy, which resulted in a 50% cost reduction and increased operational efficiency, positioning knit and sweater collections among the company's top performers.
- **Product Development & Negotiation:** Managed international product development and cost negotiations in Asia, improving product quality and competitiveness, and reinforcing strong international partnerships.

UI Designer

Element's Financial Monitoring System (Contract)

August - December 2022

- **Design Consistency:** Partnered with the Principal UX Designer to ensure a cohesive design language across iOS, Android, and Web interfaces.
- **Design Systems Management:** Oversaw the regular updates and management of design systems, maintaining high standards and coherence.
- **Component Development:** Contributed to the creation of robust app components for mobile and web platforms, enhancing functionality and user experience.
- **Brand Campaign Support:** Aided in the rollout of brand marketing initiatives, collaborating closely with the design team to achieve strategic objectives.

Associate Designer

Kohls - *Simply Vera, Vera Wang, Dana Buchman, Jennifer Lopez*

July 2013- July 2019

- **Design Innovation:** Engineered groundbreaking collections for Simply Vera Vera Wang, Dana Buchman, and Jennifer Lopez lines, igniting market excitement and fostering unwavering consumer loyalty.
- **Strategic Analysis and Collaboration:** Led trend analysis and cross-functional team partnerships, translating insights into profitable designs and optimizing production.
- **Creative Direction:** Collaborated with Jennifer Lopez & her celebrity styling team to bring visionary concepts to the mass market, broadening consumer appeal and enhancing brand value.
- **Collection Development:** Spearheaded the monthly introduction of collections, rolling out up to 40 styles monthly to align with market demands and drive a 20% increase in sales performance.
- **International Vendor Management:** Navigated production logistics and vendor negotiations, maintaining quality across global operations for all brands.