



# COLETTE DEROSE

SR. PRODUCT DESIGNER

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www.colettedoesdesign.com

## ABOUT ME

I am a problem solver looking for the “why”. My goal is to create purposeful products with the user in mind. I explore the big picture and obsess over small details to deliver the best solution.

## SKILLS

- Prototyping
- Wire-framing
- User Research
- Design-thinking
- Usability Testing
- A/B testing
- Data visualization
- Storytelling
- UI design
- Mobile Design (iOS & Android)
- Interaction Design
- Branding
- HTML
- CSS
- Javascript

## PROGRAMS

- Sketch
- Figma
- InVision
- Abstract
- Zeplin
- Validately
- Adobe Creative Suite
- Jira

## EDUCATION

### ARCADIA UNIVERSITY (2007-2011)

BFA Graphic Design

### ACCADEMIA ITALIANA (2010)

Study Abroad

### GENERAL ASSEMBLY (2016)

UX Design Bootcamp, Web Development Immersive course

### UDEMY

UX & Web Design Master Course: Strategy, Design, Development

### NOBEL DESKTOP

UX Design, Mobile/Responsive Design

### SENIOR PRODUCT DESIGNER

BUTTON | MARCH 2019 – PRESENT

- Working alongside the mobile teams to find solutions for dynamic brand offers, user purchase journeys, and other purchase actions related to the e-commerce industry
- Orchestrating numerous UX research techniques, such as competitive analysis, analyzing industry trends, task work-flow exercises, and user personas
- Designing wire-frames, paper prototypes, interactive prototypes, storyboards, and high-fidelity mock-ups as well as iteration design
- Researching and validating product solutions for our two-sided marketplace
- Assisting with front-end development (HTML, CSS, JS) on dynamic brand loyalty offers
- Advancing our design system by creating a series of UI components for scalability and consistency

### LEAD PRODUCT DESIGNER (AUG 2018 - MARCH 2019)

### PRODUCT DESIGNER (AUG 2017 - JULY 2018)

SALIDO | AUG 2017 – MARCH 2019

- Turn complex hospitality problems into simple and engaging customer experiences for a Point of Sale, Kitchen Display System, Manager App, and the dashboard site
- Helped in the integration of LevelUp mobile payments and hotel room charges with Oracle
- Assisted in the creation and launch of the company's first online ordering system that connected with partners such as Brandibbble, Checkmate and Bite
- Conducted internal and external user interviews, research sessions, and usability tests to gather qualitative data on hospitality needs
- Re-branded the company's iOS style guide to allow for consistency on all products

### UX/UI DESIGNER, DIGITAL DESIGNER

FREELANCE DESIGN CONSULTANT | MARCH 2017 - JULY 2017

- Worked with companies such as M&C Saatchi Sports and Entertainment, Prose Media, Prime Cycle, and GRM to produce a range of digital products

### QA ENGINEER

APPNEXUS | AUG 2016 – MARCH 2017

- Built a series of tests to ensure the AppNexus ad-serving system worked as intended
- Worked as a UX consultant and web designer on multiple in-house projects
- Collaborated with the software engineers to fix platform errors and identify pre-release bugs

### DIGITAL DESIGNER

SARD VERBINNEN & CO. | MAY 2015 – FEB 2016

- Designed digital collateral for multi-media use
- Created infographics and fact sheets for high-profile press releases, such as Alibaba, Takata, Goldman Sachs, and Activision

### GRAPHIC & WEB DESIGNER, GRAPHICS COORDINATOR

FITZGERALD & HALLIDAY, INC. | APRIL 2012 – APRIL 2015

- Implemented UX best practices to design, build, and test over 12 websites
- Worked on over 75 government and state funded projects
- Created print-ready design files for print production
- Designed several large-scale posters for events and competition

### WEB DESIGNER/FRONT END DEVELOPER

SHOPLET | JUNE 2011 – APRIL 2012