

Eduardo De La Rosa

323-775-3593 edela0015@gmail.com edelarosa.com

Experience

LEAD DESIGNER, HOME UNITE US; LOS ANGELES, CA – MAY 2023-PRESENT

- Responsible for leading the complete redesign of the Home Unite Us SaaS platform which involved building a consistent design language and a user-friendly user interface after many rounds of iteration.
- Managed a design team of 3 designers and led creative direction for entire project.
- Designed key mockups for new product features, working closely with product managers, developers, and stakeholders to ensure seamless integration and user satisfaction.
- Led the development and implementation of a comprehensive design system for a workflow management tool, resulting in a 30% increase in design efficiency and consistency across all platforms.

PRODUCT DESIGNER, LOS ANGELES DEPARTMENT OF TRANSPORTATION; LOS ANGELES, CA – SEPTEMBER 2022 - PRESENT

- Conducted user testing and implemented feedback to introduce a better design hierarchy, resulting in a more intuitive and user-friendly website.
- Responsible for revamping TDM calculator's design system using Figma and collaborating with SWE's and Stakeholders, which increased the design team's design speed by 30%.
- Redesigned key webpages of the company's website, improving user experience and driving a 40% increase in user engagement as shown by usability studies.

UX DESIGN INTERN , DEMOCRACYLAB.ORG; REMOTE – JULY 2022 - DECEMBER 2022

- Enabled the non-profit to potential long term project conversions by designing an alerts feature for the 'search project' page from conception to delivery through 3+ rounds of iterations of wire framing, prototyping, and testing.
- Improved user satisfaction by 40% as shown through user research by introducing new alerts feature that allows volunteers to receive email alerts when positions that match their interests open up.
- Collaborated with Project Manager, Software Engineers, and Stakeholders to follow brand guidelines and ensure quality delivery of feature.

Education

University of California, Riverside – B.A. Psychology

Skills

Information Architecture – Usability Testing – Wireframing – Prototyping – Figma – Interaction Design – Adobe XD – Typography – User Testing – Visual Design – Responsive Web Design – Qualitative Research