Eduardo De La Rosa

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

Experience

SENIOR PRODUCT DESIGNER, PARADIGM SENIOR SERVICES; MIAMI, FLORIDA – OCTOBER 2023-PRESENT

- Led the end-to-end redesign of comprehensive user experiences, from conceptualization to deployment, for multiple high-impact projects.
- Collaborated closely with cross-functional teams, including product managers, engineers, and marketers, to ensure design solutions align with business objectives and technical constraints.

LEAD DESIGNER, HOME UNITE US; LOS ANGELES, CA – JANUARY 2023-JULY 2024

- Responsible for leading the complete redesign of the Home Unite Us SaaS platform, which involved building a consistent design language and a user-friendly interface tying the needs of three distinct end users.
- Designed key mockups for new product features, working closely with product managers, developers, and stakeholders to ensure seamless integration and user satisfaction.

PRODUCT DESIGNER, LOS ANGELES DEPARTMENT OF TRANSPORTATION; LOS ANGELES, CA – SEPTEMBER 2022 - JULY 2023

- 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 pages of the product's workflow, 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 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.

Education

University of California, Riverside – B.A. Psychology

Skills

Information Architecture – Usability Testing – Wireframing – Prototyping – Figma – Interaction Design – Adobe XD – Adobe Photoshop – Adobe After Effects – Typography – User Testing – Visual Design – Responsive Web Design – Qualitative Research – HTML – CSS – Javascript