

ROSEANNE CHAO

UXUI Designer
Graphic Designer
Illustrator

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EDUCATION

2020 - 2021
Parsons School of Design, New York
MPS. Communication Design (UXUI)

2015 - 2020
University of Michigan, Ann Arbor
BA. Art & Design (Visual Design)
BMA Piano Multidisciplinary (Performance)

SOFTWARES

• Adobe XD • Figma • Sketch • Invision
• Origami • HTML • CSS • Javascript
• Adobe Photoshop • Adobe Illustrator
• Adobe Indesign • Procreate • Final Cut
Pro • Adobe AfterEffects • Adobe Premiere

LANGUAGES

English Native
Mandarin Fluent
Japanese Intermediate - Advanced

AWARDS

**Licentiate of the Royal Schools of
Music** - Piano Performance

ABRSM Diploma - Piano Performance

Associated Collegiate Press - 2018
Cartoon of the Year Finalist

ORGANIZATIONS

Sep 2016 - May 2019
Wolverine CuiZine - Vice President and
Creative Director, University of Michigan

Sep 2016 - May 2020
Michigan Taekwondo - Black Belt
Competitor and Executive Media Editor

WORK

Sep 2020 - Now

Skills Used:
UX Research
Concept Testing
User Interviews
UI Design

Sep 2018 - May 2020

Skills Used:
Adobe Creative Suites
Graphic Design
Illustration
Print Design

May 2020 - Sep 2020

Skills Used:
Usability Testing
Wordpress
Figma
Low Fidelity
High Fidelity
Prototyping

June 2019 - Aug 2019

Skills Used:
Adobe Suites
Affinity Diagram
Card Sorting
User Research

May 2018 - Aug 2018

Skills Used:
Adobe Creative Suites
User Research
Prototype Design
Usability Testing

CBoard UNICEF

- Working with a team of 8 other volunteers selected by Develop for Good to develop an Augmentative and Alternative Communication (AAC) technology for children with speech disabilities. Researched through surveys, user interviews, mapping synthesis to come up with low fidelity and high fidelity prototypes.
- Represented the team for group and 1 on 1 meetings with the client to receive feedback and delegate tasks. Worked directly with the project manager to create a brand guide handoff.

Managing Design Editor The Michigan Daily

- Lead a design team of 23 people and restructured the entire design team so that all members received equal opportunities, more collaboration chances, and monthly critique sessions. Founded new projects for the newsroom such as data visualization and web design, opening the opportunity to hire UXUI designers.
- Created and/or delegated work related to all aspects of design and advertisement in the newsroom such as infographics, illustrations, web design, and posters.

UXUI Intern Coffee Exchange

- Built a new digital platform with Figma that creates emphasis on having coffee roasters build personal relationships with producers. Conducted adjacent industry audit research and received survey feedbacks from current clients to create low and high fidelity prototypes of the mobile and web platform.
- Redesigned the US Website by building interactive prototypes and having current producers and roasters test it. Used sites such as Google Search Console and Wordstream to make the website SEO optimized. Took charge of all graphic design related tasks such as logo/ad designs and illustrations using Adobe Suites such as Photoshop and Illustrator.

Design Intern Los Angeles Times

- Ensured optimal typography and readability for newspapers with Newsgate/Indesign. Received responsibility to be in charge of front page layouts after winning trust from management. Communicated at executive meetings to plan headline stories together.
- Shadowed the product design team and participated in their user research process utilizing sketches, affinity diagrams, low fidelity and low resolution mockups by senior product designers that helped understand competitors within the journalism industry.

Creative Intern DDB (Doyle Dane Bernbach)

- Developed marketing strategies and visual designs with Adobe Creative Suites by working alongside the Creative Director and multiple senior designers on magazines, e-learning programs, logos, and marketing campaigns.
- Participated as a primary researcher for an e-learning website for the Singapore Ministry of Education. Conducted in-person usability testing for high fidelity prototypes with recorded thinking out loud sessions, followed with post-testing interviews.

PROJECTS

Dec 2019

Skills Used:
Adobe XD
User Research
Think Aloud
Personas & Scenarios
Prototyping

Dec 2020

Skills Used:
Storyboarding
Flow chart
Landscape Analysis
User Interviews
Figma & After Effects

Jellyfish Jim Digital Mobile App

- Created an app with Adobe XD for iOS with a team of 4 to promote dental hygiene for children with braces. Conducting interviews with children, parents, and dentists, and moderated usability tests with children during the low fidelity prototyping stage. Affinity Diagrams and Thinking Aloud sessions were utilized. The app was selected to be presented to dental professors at UCLA.
- Designed the entire user interface and user flow of the app using Adobe XD. In charge of conducting interviews with orthodontists and Think Aloud Sessions.

Zoom Mobile Feature Design

- Designed two features for Zoom mobile app, within six weeks for a project. One feature improves communication with the chat feature. Another summarizes meeting notes, consolidates files sent and message history.
- The final UI includes a feature promotion video made via After Effects. Went through the process of multiple research methods including usability testing, think aloud, landscape analysis, observational research, storyboarding, surveying and flow charts.