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Minneapolis, MN

Rose Wesermann

UX Designer

I am a User Experience (UX) Designer striving to better the lives of all people through intuitive, thoughtful design solutions. I leverage my 10 years of Customer Service experience with a background in Studio Art, Psychology, and Entrepreneurship in the field of UX design. My process is rooted in honing my adaptable, collaborative, empathetic skills to solve usability challenges harmoniously in any environment.

Tools

- Figma
- Sketch
- InVision
- Miro
- Adobe
- Keynote

Education

Prime Digital Academy | User Experience Design Certificate | April 2022

Luther College | Bachelor of Arts in Art & Psychology | May 2013

- Studied Abroad in Italy, Ireland, Northern Ireland, and England
- Designed and structured small business oriented J-Term course
- Grandparental Solicitude Research Team

Skills

- User Interviews & Directed Storytelling
- Qualitative & Quantitative Research
- Heuristics
- Information Architecture
- Design Thinking
- User Flows & Affinity Diagramming
- Task & Competitive Analysis
- Wireframes & Prototyping
- Usability Testing
- Visual Design & Site Mapping
- Creative Problem Solving
- Customer Service

Experience

Prime Digital Academy | Student | April 2022

- Solo Project | Collaboration for Creatives Platform | Currently Scoping
- *Additional Clients Include:* Multi-Touch Point Strategy for Living Room Tutors | Extended an Existing Design for Culture Booster | Revised an Existing Design for Bike Tag.io | Comprehensive Usability Report for Exhibits Development Group

Business Owner | LaLunette Jewelry & Studio Artist | 2013-present

- Spearheaded business model and outreach communications
- Designed product, social campaigns, and website
- Created relationships with customers and businesses
- Calculated budget, bookkeeping, and taxes

Front Desk Manager | Nutritional Weight & Wellness | 2021-2022

- Managed, organized, updated and maintained counselor and employee schedules
- Oversaw and streamlined communication between multiple offices.

Customer Service & Hospitality | Rosalia & Centro | 2019-2022

- Demonstrated acts of hospitality through efficient customer service
- Participated as an excellent team member while working under pressure in a fast paced environment.
- Curated and maintained a large number of varied playlists mood appropriate for all audiences.

Sales Associate | Wet Paint Art Materials | 2013-2016

- Managed and built over 1,000 art supply kits for schools and universities in the twin cities area.
- Connecting with customers and tailoring approach based on their project needs
- Designed an organizational system to file thousands of paper varieties and communicated it's functionality to team members

Additional Activities

Edina & Uptown Art Fair Juror
NEMAA Member
UXPA Member