Cosette Rosales

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Experience

Agency Q
Associate UX Designer
Feb 2024 - Current

- Designed tailored, mobile-first experiences for clients including the National Institutes of Health (NIH) and Northrop Grumman, resulting in a 25% increase in conversion rates.
- Developed wireframes and interactive prototypes, collaborating closely with developers to ensure seamless implementation and system compatibility.
- Delivered wireframes, prototypes, and UI systems for large-scale responsive websites

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Freelance

Superyacht Holdings
Lead Product Designer
Sep 2024 - Current

- Designed a dynamic, multi-stateroom booking interface tailored to high-net-worth users seeking split-stay and custom itineraries.
- Presented design concepts and progress regularly to business stakeholders and C-suite, aligning product vision with company strategy and customer expectations.
- Created intuitive user flows and interaction models for a luxury-focused booking platform, elevating user trust and brand perception.

Matched by Elle
Lead Product Designer
Aug 2023 - Feb 2024

- Oversaw the end-to-end design of a personalized matchmaking app that successfully connected over 200 couples, prioritizing emotional connection through intuitive UX.
- Created a cohesive branding system that resonated with the target demographic, increasing brand trust and platform engagement.
- Led product ideation, user research, and interface design to build a seamless, user-centered dating experience from concept through launch.

Destination YOUniversity
Lead UX Designer
May 2020 - Jan 2023

- Led the redesign of a college admissions consulting website that supports over 10,000 students, contributing to admission success at 90% of top-tier universities.
- Enhanced UX by improving site navigation, accessibility, and visual hierarchy, resulting in higher engagement among students and families.
- Worked closely with stakeholders to translate brand values into a compelling digital experience, boosting credibility and conversion across key pages.

Education

University of California, Berkeley
B.S Of Arts

University of California, Berkeley
Certification of UX Design

Skills

Development: Basic HTML & CSS

Tools & Tech: Figma, FigJam, Notion, Webflow, Jira

UX Thinking: User flows, Journey, Mapping, Persona Development, Information Architecture, Usability Testing, A/B Testing

UI Design: Wire framing, Interaction Design, Prototyping, Visual Design, Design Systems, Component Libraries, Visual Storytelling