

# EMMA DE ROSE

## USER EXPERIENCE DESIGNER

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## EXPERIENCE

### User experience designer (Contract)/ Ontario Teachers' Pension Plan

APRIL 2023 - PRESENT (TORONTO, ON)

Spearheads the design process, collaborating with product managers, developers and stakeholders to define project goals and requirements. Conducts user research, including usability testing. Creates wireframes, prototypes and user flows to communicate design concepts and interactions. Utilizes HTML, CSS and JavaScript to implement responsive and accessible designs. Develops and maintains a design system to ensure omnichannel consistency.

### Digital solutions intern (Contract)/ Ontario Teachers' Pension Plan

SEPTEMBER 2022 - APRIL 2023 (TORONTO, ON)

Designed media content and interactive modules for the digital learning platform used to deliver curriculum to internal staff. Led end to end designs from concept development to implementation, worked closely with the Training & Coaching team to collect business requirements. Conducted regular usability testing sessions with representative users. Led regular meetings to present digital initiatives.

### Information designer (Contract) / Canadian Cancer Society

MAY 2022 - AUGUST 2022 (TORONTO, ON)

Restructured the Mission Leadership Team's Information library and online file dissemination system. Assisted in website design initiatives, produced a classification system to facilitate searches and set guidelines for public/private access. Conducted regular usability evaluations and gathered feedback to iterate on designs and improve user satisfaction.

## EDUCATION

### University of Toronto

M.I. User Experience Design  
GPA 3.96

### Toronto Metropolitan University

B.A. Communications  
GPA 3.74

## SKILLS

User research  
Prototyping  
Wireframing  
User flows  
Usability testing  
Journey mapping  
Information architecture  
Agile development  
Content strategy

## TOOLS

Figma  
Sketch  
AdobeXD  
Illustrator  
InDesign  
Photoshop  
Jira  
Articulate 360  
HTML/CSS  
JavaScript