(203) 247-7331   jerosen@optonline.net   **JEFF ROSEN**   jerosen.me   linkedin.com/in/rosen-jeff/

I'm a user experience researcher who is passionate about understanding why and how people use their technology. I excel at working in multidisciplinary teams to translate that research into actionable product design decisions.

WORK EXPERIENCE

Meta via Creative Circle   Seattle, WA
UX Researcher   *April 2022 – February 2023*
- Designed, led and synthesized foundational research to optimize flow for developers accessing Meta platforms
- Executed qualitative research to improve developers' experience when requesting GraphAPI data while remaining compliant to regulatory guidelines
- Worked closely with designers and project managers to uncover white spaces and revise roadmaps based on real-time insights
  - Organized collaborative workflow and communications processes between research, design and product management teams to enhance productivity, effectiveness and efficiency
- Managed multi-year research repository to ensure optimal access across project teams

Microsoft via Allovus   Seattle, WA
UX Researcher   *March 2021 – December 2021*
- Created and led iterative qualitative research to support new product incubation for Microsoft healthcare technologies, in multiple 1-3 weeklong sprints
- Identified key participant insights and emphasized their impact on the product's continued design and development
- Effort included concept and usability testing, and interfacing with design, engineering and PM teams within Microsoft Research Lab

SELECTED PROJECTS

Capstone Project, Sponsored by Substantial Design   Seattle, WA
PM, Researcher   *February – August 2020*
- Designed a platform to facilitate the connection and business discussion between independent designers and manufacturers
- Developed high fidelity prototypes and user journeys to highlight key functionalities and touchpoints
- Conducted semi-structured interviews, journey mapping, card sorting; coded insights to direct design process

Crumblers – Interactive Video Game   Seattle, WA
PM, Researcher, Engineer   *January – March 2020*
- Designed, tested and developed interactive cooperative video game experience for 7–11-year-old children
- Created distinct controllers for game inputs, utilizing 3D modeling/printing, Arduino and electrical wiring/soldering
- Led codesign sessions with potential users, testing game concepts and prototypes

EDUCATION

University of Washington, Graduated August 2020
Masters of Human-Computer Interaction and Design

Ithaca College, Graduated 2017
Bachelor of Science, Emerging Media – Cum laude, Dean's List
- Concentration in Media Design and Production, Minor in Game Development

TOOLS AND SKILLS

UX/Research Methods
- Usability testing
- Concept testing
- Semi-structured interviews
- Focus groups
- Codesign workshops
- A/B testing
- Card sorting
- Journey mapping
- Wizard of Oz testing
- Low/high fidelity prototyping
- Insight analysis/coding

Coding Languages
- Java
- JavaScript
- HTML5 and CSS
- Python

Digital Design Applications
- Figma
- Adobe Creative Suite
- Autodesk Maya
- WordPress
- Unity

Other
- Usertesting.com
- Agile/Scrum
- JIRA