

# Rose Cox

B2B/B2C SaaS UX designer  
located in Salt Lake City, UT

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## Skills

### Design

Accessible Design  
Design Systems  
Interaction Design  
Product Design  
Prototyping  
Responsive Design  
Wireframing

### Research

A/B Testing  
Competitive Analysis  
Journey Mapping  
Personas  
Research Synthesis  
Usability Testing  
User Interviews

### Tools

Adobe Creative Suite  
Figma, FigJam  
Sketch, Miro  
Qualtrics, Maze, Fullstory  
Google Analytics  
HTML, CSS, JavaScript  
Jira, Confluence, Smartsheet  
WordPress, Drupal, CMS

### Projects

Agile/Scrum  
Collaboration  
Design Workshops  
Project Management  
Remote Meeting Facilitation

## Experience

### Western Governors University — Design Consultant

March 2024 – Present • Remote Contract

- Use expertise in UX design, prototyping, and iterative development processes to enhance the curriculum.
- Create and iterate on low and high fidelity designs to provide as course materials, and ensure that the courses provide practical, hands-on learning experiences that align with industry standards.

### Pluralsight — Senior Product Designer

June 2022 – March 2024 • Draper, UT • Remote

- Designed and delivered 2 major enterprise-level product features linked to a combined \$43 million USD in ARR, increasing B2B SaaS customer retention rate by 14%.
- Led research activities to gain insight into user needs and preferences, using interviews, surveys, and usability tests.
- Used data and metrics to make decisions, rapidly iterate on designs, and solve problems.
- Collaborated closely with product management and engineering in a remote agile software development environment.
- Facilitated design workshops and mentored junior designers, and contributed to the design system.

### ARUP Laboratories — Senior UX Designer

November 2009 – May 2022 • Salt Lake City, UT

- Led 11 major internal and public-facing UX and design projects through the product development lifecycle.
- Redesigned the corporate website and improved navigation, resulting in 18.9% click through rate increase.
- Designed, developed, and iterated the design system, decreasing development time by over 20%.
- Conducted qualitative and quantitative user research, performed market and competitor research, and gathered UX metrics.
- Constructively trained, guided, and mentored team members consisting of 3 UX designers and 2 UX specialists.

## Education

### University of Texas of Permian Basin — MBA

September 2019 – March 2022 • Odessa, TX

### Northwestern University — BA

September 2001 – June 2005 • Evanston, IL