

Rose Cox

B2B/B2C Sr. Product Designer

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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

Strider Technologies — Senior Product Designer

August 2024 – Present • South Jordan, UT • Hybrid

- Work with project managers, stakeholders, QA and developers to design and iterate for 4 major products and the design system.
- Conduct internal and customer interviews to gather user feedback.
- Use data and metrics to make decisions, rapidly iterate on designs, and solve UX problems.

Western Governors University — Design Consultant

March 2024 – August 2024 • Remote Contract

- Use expertise in UX design, prototyping, and iterative development processes to enhance the curriculum.

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.
- Led research activities to gain insight into user needs and preferences, using interviews, surveys, and usability tests.
- 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.
- 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