

# Rose Cox

Senior product designer skilled in B2B/B2C SaaS

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## Skills

### Design

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

### Research

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

### Tools

Adobe Creative Suite  
Figma, FigJam, Sketch  
Heat Maps, User Testing  
Google Analytics  
HTML, CSS, JavaScript  
Jira, Confluence, Smartsheet  
WordPress, Drupal, CMS

### Projects

Agile/Scrum  
Collaboration  
Design Workshops  
Project Management  
Remote Meeting Facilitation

## Experience

### Pluralsight — Senior Product Designer

June 2022 – March 2024 • Draper, UT

- Shipped 9 new product features cross-functionally in a remote Agile software development environment.
- Designed 7 analytics reports and dashboard visualizations, helping provide leaders and admins with greater value and insights from the Pluralsight SaaS learning platform.
- Performed research, discovery, interviews, and usability testing to understand user needs.
- Used data and metrics to make decisions, rapidly iterate on designs, and solve problems across the entire product development lifecycle.
- Designed and delivered 2 major enterprise-level product features linked to a combined \$43 million USD in ARR.

### ARUP Laboratories — Senior UX Designer

Nov 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.
- Ensured that all UX and design activities were executed at high quality levels, managed team initiatives, and set strategic priorities.
- Constructively trained, guided, and mentored team members consisting of 3 UX designers and 2 UX specialists.

## Education

### University of Texas of Permian Basin — MBA

Sept 2019 – Mar 2022 • Odessa, TX