

Mara Rosenstock

EXPERIENCE

Genuent, Talent Path — UX Designer

Remote | June 2021 - Present

- Collaborated with 4 designers and 6 UX engineers to build end-to-end health onboarding system, medical dashboard, and health advice system to attract users and decrease exit rate
- Solved issue of high bounce rate by designing health news and health tips interfaces to boost engagement among high-risk users

The Guac Group — UX Designer

Remote | Contract, March 2021 - June 2021

- Created high-fidelity wireframes, component library, and grid layout for mobile and desktop to ensure responsive design for eCommerce site to improve brand identity and increase site traffic and sales
- Collaborated with 3 team members to conduct audit of current site to pinpoint downfalls, analyze competitors, and build sitemaps and process flows to create web mock-ups

Cornell University — User Experience Design Student

Remote | November 2020 - March 2021

- Built 2 end-to-end products by establishing design requirements, user personas, storyboards, journey mapping, mockups, and high-fidelity prototypes
- Produced UX design patterns and established consistency across mobile and desktop products, iterated and improved solutions by integrating user feedback and human-centered design best practices

Newell Brands — Associate Channel Marketing Manager

Chicago, IL | June 2018 - December 2020

- Designed process involving 6 cross-functional teams to funnel innovation, applied process to phase in \$25m project across company's 100+ retail customers, and communicated concept to non-design audience
- Drove product strategy by integrating customer feedback and analyzing competitors' offerings by building a 56-item digital assortment for Costco.com
- Leveraged information architecture to build Master Price List of 6,000 products to streamline transactions for 30+ Account Managers
- Solved complex sales team problems by designing sell sheets for 600+ products by blending branding, creative visuals, and product spec information to improve user experience

OTHER WORK

McMillan Doolittle, Consulting Firm | Research Assistant

Atlanta, GA | January 2018 - May 2018

Coleman Company, Newell Brands | Brand Marketing Intern

Chicago, IL | May 2017 - August 2017

Mararosenstock.com

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EDUCATION

Cornell University,

**User Experience Design
Certificate Program**

November 2020 - March 2021

Emory University,

**Bachelor of Business
Administration**

August 2014 - May 2018

Concentration: Marketing,
Information Systems &
Operations Management

SKILLS

RESEARCH

User Interviews
Usability Testing
Affinity Mapping
Heuristic Evaluation
Competitive Analysis

DESIGN

UX Design
Visual Design
Graphic Design
Information Architecture
User Personas
Storyboarding
Wireframes
High-Fidelity Prototyping

TOOLKIT

Research & Design:
Figma
Sketch
Adobe XD
Adobe Creative Suite
Miro
Invision
Webflow
G Suite
Microsoft Office
JIRA
Agile Method

Basic Knowledge of:

HTML
CSS
Python