

Mark Dela Rosa

UX Designer

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Case Studies

SAP Meeting Room Checker

UX Designer

Feb 2025 - March 2025

- Conducted user interviews, analyzed data gathered which led to 2 opportunities.
- Created sketches, wireframes and prototypes for testing.
- Task based usability test resulted in 75% reduction in completion task time.

028 Barbershop Mobile App

UX Designer

March 2024 - November 2024

- Identified that the current business model was missing out on 58% of potential profit
- Conducted user interviews and observations to find pain points creating opportunities for design solutions
- Ran targeted usability tests to gather insights and gain feedback leading to a mobile design solution that improved sales by 63%

Zara Mobile App Redesign

UX Designer

December 2023 - February 2024

- Conducted interviews, empathy and affinity mapping to improve the information architecture product searching.
- Iterated 10 times before finalizing with prototype for usability testing.
- Reorganized the product search information architecture reducing search time by 43%

Work

SAP Concur, via DXC Technology

Infrastructure Analyst

Sep 2023 - Present

- Support customers by troubleshooting computers, applications by solving issues in person and remotely
- Provide knowledge on IT processes such as policy, compliance and procurement process

SAP Concur, via Insight Enterprises

IT Service Technician

Oct 2019 - Sep 2023

- Focus was to discover, assess, identify customer problems and test potential solutions

Summary

Tech Analyst turned UX Designer driven to make user-friendly experiences and design solutions

Education

UX & Visual Design Certificate

University of Washington 2020

B.S Information Technology

University of Washington 2016

- NSF-Corp Grant Recipient

Skills

- User Research
- Affinity Mapping
- User Interviews
- Information architecture
- Competitive Analysis
- Card Sorting
- User Flows
- Wireframes
- Rapid Prototyping
- A/B Usability Testing
- Guerrilla Usability Testing
- Design Thinking
- Interaction Design
- Design Systems
- Web Design
- Mobile Design

Design Tools

- Figma
- Google Surveys
- Mural
- Adobe XD
- Miro
- InVision