

Rosana Turbay

UX Designer

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PROFESSIONAL PROFILE

I am a User Experience Designer with 10 years of experience translating user needs into solutions that align with stakeholder objectives in the education and tech industries. I've consistently surpassed expectations throughout my career, achieving notable milestones such as a 4 out of 5 student mastery rating. My success stems from my ability to view user needs through an empathetic lens and my commitment to staying at the forefront of industry trends and emerging technologies. I want to join an organization that embraces innovation, accessibility, and user-centered design.

SKILLS & TOOLS

Agile | Accessibility | User Research | User Interviews | Usability Studies | Competitor Analysis | Journey Mapping | User Flows | Information Architecture | Wireframing | Prototyping | A/B Testing | Figma | Design Thinking Process

EXPERIENCE

Oportunidades | Remote

February 2024 – Present

UX Lead

Oportunidades democratizes higher education opportunities for aspiring college students in Mozambique. Our platform offers a one-stop shop for users to explore, apply to, and track applications to universities and scholarships. As the UX Lead, I developed, implemented, and analyzed design team processes and initiatives.

- Defined UX roadmap, strategies, goals, and design principles based on user research data, stakeholder input, and business objectives, streamlining the design thinking process and accelerating time to development
- Conducted weekly collaboration sessions for a team of 7 designers to communicate sprint expectations and incorporate a variety of perspectives on flows and task completion
- Collaborated with multidisciplinary teams to improve efficiency by working through obstacles with a focus on the user experience, fostering organizational alignment
- Established a comprehensive usability test plan, leading to a 30% reduction in usability issues and significantly improving product quality

Orakly | Remote

August 2023 – Present

Founding User Experience Designer

What can you teach the world in 60 seconds? Orakly revolutionizes social Q&A with its gamified platform, enabling users to ask and answer questions via short videos. As the sole UX designer, I implemented the design thinking process and UX principles throughout the platform's end-to-end development.

- Orchestrated stakeholder interviews and user research to drive informed data-based design decisions, crafting user-centric solutions aligned with business objectives
- Communicated the UX process and progress in cross-functional meetings, enhancing team efficiency and expediting time to market by fostering a shared understanding of project developments and goals

- Leveraged competitive analysis and usability test findings to advocate for the adoption of 8 design solutions, promoting product adherence to UX best practices and principles

Tech Fleet | Remote

June 2023 – August 2023

UX Research Apprentice

The dyslexia app is a gamified EdTech product tailored to children with dyslexia in West Africa, aiming to advance literacy and learning skills while having fun. As a UX Research apprentice, I collaborated with a team of five researchers to conduct comprehensive discovery research, steering the direction of product strategy.

- Propelled discovery and user research efforts to uncover market gaps, cultural nuances, and user challenges, pinpointing three key target areas for product strategy
- Functioned as a liaison for the UX team, fostering clear communication and collaboration across cross-functional meetings, enhancing alignment and comprehension among 12 team members
- Spearheaded the development of innovative solutions to address project roadblocks, propelling product strategy forward and ensuring task completion before the deadline
- Presented findings, proposed solutions, and finalized deliverables during weekly sprint demos, garnering unanimous stakeholder approval and solidifying product direction

Klein Independent School District | Spring, TX

August 2013 – August 2022

Teacher

- Synthesized data and feedback from a diverse student population of over 1000, distilling key pain points and motivations into insights for iterative curriculum design, resulting in a content mastery rating of 4 out of 5 based on student exit surveys
- Orchestrated cross-functional efforts between parents and school personnel, fostering an environment conducive to student support and success, culminating in an exceptional pass rate exceeding 90%
- Championed the student experience by articulating the academic engagement benefits of a simulation product to stakeholders, securing a \$2,500 budget allocation for procurement and implementation

EDUCATION

Career Foundry	2023
Immersive program - UX Design	
Google Coursera	2022
Certificate - UX Design	
University of St. Thomas	2013
Master of Liberal Arts (MLA) - History	
Our Lady of the Lake University	2008
Bachelor of Arts (BA) - History	

COMMUNITY

- Friends of Figma Houston, Leader
- 1st Gen College Hub App, Accessibility Specialist