

Angélica Rosenzweig

User Experience Designer

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UX designer, strategist and system thinker with an affinity for user research. Experienced in SaaS and Enterprise Software. I enjoy designing with reusability in mind, simplifying the complex, and solving problems to help people.

Education

MS Human Computer Interaction Design

Indiana University Bloomington

May 2014

BA Computer Science

The University of Texas at Austin

May 2010

Skills

Specialties

Complex workflows, systems thinking, user centered design, spearherding projects

Design Research

Workshop facilitation, co-design, ethnographic field research, usability evaluation, personas, surveys, interviews

Service Design & Strategy

Journey mapping, product roadmapping, Information Architecture, product vision, concept car

Interaction Design

Prototyping, storyboarding, flow diagramming, wireframing, design systems, design specifications & documentation

Tools

Adobe Suite, Sketch, Balsamiq, Invision, HTML/CSS

Languages

Spanish: Native

English: Fluent

German: Intermediate

GE Digital, San Ramon, CA

Staff UX Interaction Designer | May 2019-Present

Defined long-term UX strategy and product direction to integrate enterprise product offerings into a unified Industrial Product Suite offering.

Facilitated product and organization alignment through design. Advocated for user needs and evangelized user research findings to better support users.

Defined and documented re-usable design system patterns, provided guidance to designers and developers to maintain cohesiveness in the product suite.

Facilitated discovery and co-design customer workshops to better understand needs, improve satisfaction and support sales engagements (\$1M).

Led high-visibility product redesign initiatives to support customer retention efforts, improve user productivity and reduce time to value.

Provided design and project guidance to junior designers.

Senior UX Interaction Designer | April 2016-April 2019

Defined design strategy for an integrated experience of Asset Performance Management and Field Service Management for Industrial OEMs. Concept was instrumental in closing a \$6.8 MM contract.

Designed and defined the product direction for key modules of Asset Performance Management, GE's enterprise software suite to monitor industrial equipment performance. Supported product lifecycle from design to implementation.

Mapped out the end-to-end customer experience to identify opportunities to reduce user pain-points, portfolio simplification and cost reduction.

Collaborated with Marketing and Product Management to help articulate the product strategy and vision for Gartner Magic Quadrant assessment.

Supervised work of a summer intern.

Interaction Designer | July 2014-March 2016

Defined the design strategy for predix.io the primary developer web portal for GE's Industrial Internet Platform as a Service offering

Conducted discovery and validation user research to understand and articulate developer experience needs, touch points, pain points and opportunities

Created and maintained design elements stylesheet for re-use and consistency

Collaborated with multiple stakeholders, designers, developers, product management and QA throughout the product lifecycle

Indiana University, Bloomington, IN

Research Assistant August | 2013-May 2014

Associate Instructor August | 2012-May 2014

Conducted empirical user research for a project funded by Intel-ISTC

Planned and led weekly workshops on user research and design methods

Intel Corporation, Hillsboro, OR

Interaction Design/UX Intern | May-Aug 2013

Planned and conducted user studies to evaluate usage of an existing application and understand users' mental models

Translated research insights into actionable design directions and presented findings to the team

Created wireframes to illustrate directions for a project dealing with personal information, privacy, and context-aware computing