







ROSE HESSE

User Experience Strategy & Design

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Experience

Navigating Cancer / Senior UX Designer

May 2020 - Present

- Lead design for Navigating Care's patient experience
- Navigate a large, ambiguous problem space and develop a compelling product vision grounded in research and data
- Successfully educated executives on the value of a user-centric experience
- Influence product and engineering to incorporate impactful features into product roadmaps across the organization
- Grow UX practice by mentoring designers and driving the implementation of UX tools, techniques, and processes

Expedia Group / Senior UX Designer

JAN 2018 - May 2020

Core contributor to a content systems team focused on creating design solutions for cross-organizational content

- Connected interrelated projects from product teams across the organization into one cohesive vision
- Developed smart, scalable design solutions to complex problems
- Influenced product roadmaps to align with organizational goals
- Championed customer-centric thinking across disciplines

Zulily.com / UX Designer

FEB 2012 - DEC 2018

- Crafted fundamental retail product experiences, including product page, cart & checkout; shipping & order status; and returns
- Mentored UX copywriters and designers
- Defined new customer loyalty program: identified goals, shaped framework, and designed experience for multiple device platforms
- Spearheaded customer-centric projects such as site-wide size filtering, site search, and mobile web filters

BuzzBee / Graphic Designer

OCT 2006 - FEB 2012

- Led design for B2B marketing consulting firm; managed subcontractors
- Transformed data into powerful stories in executive presentations
- Created branding and identity for numerous Microsoft product groups
- Designed websites, presentations, brochures, flow charts, icons, environmental displays, packaging, banner ads, and white papers

Specialties

Skills

Accessibility
Competitive analysis
Content strategy
Design strategy
Info architecture
Mentorship
Product design
Prototyping
Storytelling
User flows
User scenarios
UX design
UI Design
Visual design
Wireframes

Tools

Airtable
Figma
Illustrator
InDesign
InVision
Photoshop
Sketch

Education

Seattle Central Community College

AAS, Graphic Design & Illustration
2005

Certificate, Graphic Imaging & Printing Technology
2003

Volunteer Work

Boeing Alpine Society
Alpine Climbing Instructor

Outdoors for All
Sit-Ski Instructor