

Alex De la Rosa

UX Designer

GET IN TOUCH:

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EDUCATION

Degree Earned
School
Location
Dates

Masters of Science in Human-Computer Interaction
DePaul University
Chicago, IL
August 2010 - March 2013

EMPLOYMENT

- 2017- Federal Reserve Bank of Chicago
Sr. HRIT Business Solutions Analyst
Lead UX strategy, design and research for the Federal Reserve System 7th District intranet.
Led CMS migration from Teamsite to Sitecore.
Leading user-centered redesign of HR Policies on intranet.
Designed training strategy for existing and new users.
- 2014-2017 Federal Reserve Bank of Chicago
HRIT Business Solutions Analyst
Consult with business areas to develop strategies for online presence.
Identify opportunities for improvement on user experience.
Maintain intranet and existing workflows and processes.
- 2011-2014 Federal Reserve Bank of Chicago
Associate Web Content Spec.
Work with content providers to make sure content aligns with FRS web strategy.
Research new technologies to improve usability.
Maintain and updates web content.

TECHNICAL SKILLS

- Interface Design ★★★★★
Web Design ★★★★★☆
Graphic Design ★★★★★☆
Information Architecture ★★★★★☆
User Research ★★★★★☆
- Dreamweaver ★★★★★☆
Illustrator ★★★★★☆
Photoshop ★★★★★☆
Axure ★★★★★☆
- HTML/CSS ★★★★★☆
jQuery ★★★★★☆

PROFESSIONAL SKILLS

- Team Player ★★★★★
Creativity ★★★★★☆
Organization ★★★★★☆
Problem Solving ★★★★★
Strategic Thinking ★★★★★☆