

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

- 2021-2023 *CNO Financial Group*
Sr. UX/UI Designer
Led the implementation of a customer insights survey during 2022 Medicare open enrollment period.
Collaborated with legal team to design a journey for customers to manage their consent and preferences.
Led implementation of an interactive Medicare Guide for myhealthpolicy.com
Contributed UX strategy and research on 4 consumer sites.
- 2017-2021 *Federal Reserve Bank of Chicago*
Sr. Business Solutions Analyst
Led UX strategy, design and research for the Federal Reserve System 7th District intranet.
Designed Federal Reserve System 7th District intranet roadmap for the next 2-3 years.
Led CMS migration from Teamsite to Sitecore.
Led user-centered redesign of HR Policies on intranet.
Designed training strategy for existing and new users.
- 2014-2017 *Federal Reserve Bank of Chicago*
Business Solutions Analyst
Consulted with business areas to develop strategies for online presence.
Identified opportunities for improvement on user experience.

TECHNICAL SKILLS

- Interface Design ★★★★★
Web Design ★★★★★
Graphic Design ★★★★★
Information Architecture ★★★★★
User Research ★★★★★
Contextual Inquiries ★★★★★
- Sketch ★★★★★
Miro ★★★★★
Adobe XD ★★★★★
VWO ★★★★★
- HTML/CSS ★★★★★

PROFESSIONAL SKILLS

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