

ZAIDA BEATRIZ ROSARIO

Vancouver, B.C- zaiberosa@gmail.com- Telephone: 778-680-1903- www.zaiberosa.com

Profile

I am a UI/UX designer and marketing strategist with over 4 years of combined experience. The previous roles that I have filled in North America and Europe (Canada and Germany) allowed me to handle projects related to web design, brand identity, graphic design, and user research across B2B and B2C businesses.

UI UX DESIGN PROJECTS

Website Redesign

07/2022

Changed and updated the content, structure, format, and navigation of a website to improve performance based on user research

- More than 50% of the potential user shared positive feedback about the redesigned website.

Mobile App Development

06/2022

Ideated the app's flow and structure, and made stylistic choices from colors to fonts based on user research and feedback.

- 75% of the potential users had a good understanding of the concept and would recommend the app after launching.

Mobile App Design

08/2022

Ideated the app's flow and structure, and made stylistic choices from colors to fonts based on market research and feedback.

- Development of concept, design, and prototype in 2 weeks.

COMPETENCIES AND CERTIFICATIONS

- Prototyping, wireframing, user flows, mockups, user research, and usability testing
- Photoshop, WordPress, Illustrator, Microsoft Office, InDesign, Figma, and Asana
- Google Analytics, Google Ads Display Certification, Google Ads Search Certification, and HubSpot certified
- Project Management, presentation, and communication skills

RECENT EMPLOYMENT

Elastic.io | Marketing Manager

08/2022 - 11/2022

Responsible for planning and executing campaigns and digital marketing actions to enhance the company's branding to promote the iPaaS and maintain relevance on Google.

- Perform continuous on-page and off-page SEO optimization
- Craft content for our website (texts and visuals) as well as for our newsletter, social media, and paid marketing campaigns
- Carry out competitor research and analyze user journey data to develop, execute, and redesign campaigns

Employ to Empower | Marketing And Communications Lead

03/2022 - 07/2022

Responsible for planning and executing events, campaigns, and digital marketing actions to enhance the non-profit organization's community branding to provide entrepreneurial resources for people with social barriers

- Produced printed, and all other communication vehicles to maintain a cohesive image and message
- Oversaw market data analysis, evaluation, and commissioning on market research
- Worked directly with the founder and board of directors on all marketing activities, and communications

Tamwood Careers | Student Services Coordinator and Marketing Support

05/2021 - 03/2022

Career programs, English classes, Camps, work and travel, entrepreneur programs

- Managed campaigns for 5 divisions in the company through email marketing and the 14 social media active profiles using video content, copywriting, and graphic design
- Designed, edit and redirect new and existing pages on the website
- Redesigned brochures and other marketing assets using Adobe InDesign and Illustrator

EDUCATION

Tamwood College | Diploma of International Business, Digital Marketing, UI Design 06/2019 - 12/2022

Smartbeemo | Marketing, Copywriting, and E-Commerce 05/2018 - 08/2018

Technological Institute | Degree in International Business 11/2013 - 05/2017