

Rosemarie Gresham

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Personal Statement

I enjoy collaboratively exploring multiple perspectives and applying critical analysis and human-centered design approaches to create contextually-aware and culturally relevant designs that promote accessibility and inspire moments of delight.

Work

UX Designer

SAP *May 2017-Dec 2017*

Worked on SAP Jam, SAP's enterprise collaboration software. I was focused on the product's instant messaging feature, and worked on building a UI and interaction framework for third party bot developers.

Designer & Front End Developer

Guusto Digital Gifting *Jan 2017-Apr 2017*

Redesigned and built a new company website to better reflect their combined B2B and consumer focused business model. Created a proposal for the redesign of the online gifting platform's onboarding process, navigation, and payment flow. Created a data-driven onboarding email campaign.

Exhibit Designer

Mackin House Museum *May 2016-May 2017*

Completed the graphic design, artwork, layout, and sound design for a variety of displays and exhibitions for a historic house museum. Created more immersive and interactive exhibits, enhancing the experience of history without the use of screen or overt technology.

Lead Designer

Vancouver Fringe Festival *May 2015-Dec 2015*

Responsible for the design and production of all print and digital marketing collateral for the Festival. Developed entirely new look and feel for the 2015 festival, while staying true to the Fringe brand. Helped maintaining the Festival's social media presence.

Technical Skills

Adobe Creative Suite
Adobe Premiere
Adobe After Effects
Flinto
Sketch
HTML/CSS

Design Skills

Wireframing
Interaction Design
Interface Design
Experience Design
Visual Design
Illustration
Video Editing
Photo Retouching
Digital & Print Publishing
Concept Development
User Testing
Content Strategy

Personal Skills

Fluent in French & English.
Exceptional organizational and multitasking skills, resourceful, self-disciplined, and excellent at meeting deadlines. Able to work effectively in a group collaborative setting.

Education

Simon Fraser University

2012-Present

BA Interactive Arts & Technology
with a concentration in Design
Minor in Print & Digital Publishing
Minor in Communications