

Rosina Bosco

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EXPERIENCE

Freelance Product Designer *The New York Times* 10/2016 – present

Consulting with the A/B testing team to increase conversions to paid subscriptions on web and mobile.

Lead UX Designer *Gust, New York, NY* 5/2014 – 10/2016

Lead the research, ideation, user experience and visual design for Gust's core software platform, building responsive product offerings that support the early stage investing ecosystem.

- Created artifacts to articulate concepts to stakeholders: conceptual models, user flows, personas, sitemaps, wireframes, prototypes, and visual designs.
- Worked closely with executive team to interpret business strategy and establish design and implementation priorities.
- Established a consistent experience across Gust's various user-facing products; streamlining interaction patterns, UI designs, style guide overhaul, and feature implementation.
- Lead usability testing and user interviews, incorporating learnings into the product.
- Collaborate with cross-functional team in a fast-paced, lean environment.

Senior UX Designer *Amplify Learning, Brooklyn, NY* 11/2012 – 5/2014

Lead the UX strategy and visual design for educational software that delivers differentiated vocabulary content to middle school students, and a teacher interface to accommodate customizable lesson plans and track student's progress.

Senior UI/UX Designer *Callaway Digital Arts, New York, NY* 6/2011 – 5/2012

Developed UI/UX for educational game-based math and literacy app series for pre-school aged children under the Learning Apps Media Partnership (LAMP) from the Department of Education.

EDUCATION

Front-End Web Development 12/2015 – 2/2016

General Assembly, New York, NY

MFA, Design Entrepreneurship 9/2009 – 5/2011

School of Visual Arts, New York, NY

BA, Studio Arts 9/2002 – 5/2006

Lafayette College, Easton PA

SKILLS

Sketch, HTML 5, SCSS, JQuery, Adobe Creative Suite, Keynote