

ROSELINE JACKULINE

Seattle, WA 98112

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roseline.jackuline@gmail.com

www.roselinejackuline.com

USER EXPERIENCE DESIGNER

BIO

I facilitate the life-centered design process to translate research into strategic objectives and brilliant design directions. Bringing together interface design, management, and applied social sciences, I help organizations build design teams and create meaningful digital experiences that customers adore.



WORK EXPERIENCE

AMAZON

Jul 2022 - Present

Seattle, WA



Senior UX Designer

Identified and owned design problems end to end, from discovery to execution for programs within Hardlines Customer Experience & Automotive teams. Leveraged my deep understanding of Amazon's design systems to turn complex user journeys into elegant responsive experiences for our customers as well as conducting regular usability studies to validate existing designs & new ideas.

View Projects : [FIFA WorldCup'23](#) [Amazon Confirmed Fit](#) [Spec Based Search](#)

BCM NEXT

Dec 2020 - Present

New York, NY



Head of Design

Leading the design team at BCM Next from conception to launch of an AI orchestrated digital platform that assists all businesses resilience needs, providing the user with advanced data analytics, and monitoring their certified business continuity programs in action.

[View Project](#)

EDUCATION DESIGN LAB

Aug 2021 - Jun 2022

New York, NY



Lead Designer

Helped teams at the Lab across projects to design models, including working on the ground with learners, institutions, and employers across the learn-to-work ecosystem, to build a more relevant, accessible, portable, and visible education system for learners.

View Projects : [The Gates Foundation](#) [Best Buy](#) [Designers in Residence](#)

NASA

Jan 2021 - May 2021

New York, NY



Strategic Designer

As a part of an integrative studio engagement, My teammates and I designed strategies to help the international space station secure the future of space exploration. We created meaningful solutions that brought the Space Stations' research to earth in a more approachable and effective way.

[View Project](#)

ONETHING DESIGN

Aug 2019 - Jan 2021

Delhi, India



Lead UX Designer

Led multiple projects and managed a team of UX & UI designers, graphic designers & animators. I framed challenges and set the course for compelling brand, service, product, and systems solutions that delivered tangible impact across a wide range of industries including E-Commerce & Telecommunication

View Projects : [Coca-Cola](#) [Supr Daily](#) [Airtel](#) [Leverage Edu](#)

CAMPK12

July 2018 - July 2019

Delhi, India



Product Designer

Led the strategy & design phase to recreate the experience of learning in person at the convenience of one's home. Designed & launched a gamified platform that brings 21st century skills like Mixed Reality and Artificial Intelligence to K-12 students through interactive experiences.

[View Project](#)

MATHWORKS

Dec 2016 - June 2018

Delhi, India



UX Design Specialist

I facilitated and designed the 'Block Icon Editor' of Simulink, an interface that allows engineers to create high quality, visually appealing SVG Icons from scratch in a few steps along with improving the block search interface that helps Simulink users quickly discover blocks right on the canvas.

[View Project](#)

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EDUCATION

PARSONS SCHOOL OF DESIGN

New York, NY

MS Strategic Design Management

The program is designed to train students to deal with the need of businesses and organizations addressing complex 21st-century economic, environmental, and social challenges. Students gain critical design-based skills while developing sophisticated perspectives on organizational management and strategy, financial and environmental sustainability, entrepreneurship, and ethical leadership.

GPA : 4/4

Dean's Merit Scholarship Recipient.

SYMBIOSIS INSTITUTE OF DESIGN

Pune, India

B.Des User Experience Design

The program teaches students how to design and evaluate digital interfaces (e.g., websites, software products, and mobile/tablet applications) from a user-centered perspective, with an emphasis on understanding users and their contexts and applying that knowledge to make digital tools more user-friendly and engaging.

GPA : 3.7 / 4

1st Academic Excellence Award.

EXPERTISE

Core Skills

Design Strategy, Design Leadership, Facilitation of the life-centered design process, Inclusive Design, Participatory Design and Design Thinking activities like Problem framing, User Research, Information Architecture, Personas, Mental Models, Journey Mapping, Story Boarding, Low to High Fidelity Design & Prototyping, Visual Design, User Testing & Graphic Design

Soft Skills

Ability to work within a self-directed culture and navigate ambiguity, Facilitation of the design process, Ability to converse with people from all backgrounds.

Tools

Figma, Sketch, Miro, Mural, Balsamiq, Notion, Invision, Adobe Creative Suite, Google Suite

MY MINDSET

- 1 As a design practitioner, I trust the power of perfectly crafted design direction & as a global citizen, I see immense potential for change in the world.
- 2 I am a natural collaborator and a passionate leader. I am at ease with multidisciplinary teams and can set strategic direction across these teams.
- 3 I am the strange mix of creative and analytic thinking. My right brain and left brain get along perfectly well.
- 4 I am passionate about great brands and great storytelling and constantly seek content to inspire my work.
- 5 Always learning to synthesize, build a deep rapport, and give honest feedback.