

ROSALYN PAK

Visual/UI Designer

peculiarbird.com

917.363.8734

rospakdesign@gmail.com

EXPERIENCE

Ladders

Senior Visual Designer | 4/16 - 1/19 | New York, NY

- Lead redesign of complex job search site and worked on key products such as a resume builder, resume reviewer, and editable public user profile page
- Built prototypes, participated in user testing sessions and analyzed results to continuously improve products
- Collaborated closely with product managers, developers, editorial, marketing, and the CEO to deliver optimal user experiences

Hearst Digital Studios

Senior Interactive Art Director | 6/14 - 12/15 | New York, NY

- Ideated, designed and oversaw the development of site and mobile app designs
- Coordinated projects between editors, developers and marketers
- Created and maintained site/mobile/social media assets

Maxim Digital

Interactive Art Director | 8/06 - 5/14 | New York, NY

- Lead designer - developed and executed creative solutions for large-scale site redesigns, microsites, banners and emails
- Helped create and maintain project schedules, ensuring timely, efficient delivery
- Oversaw and mentored junior designer

Artinfo.com

Producer/Web Designer | 8/05 - 8/06 | New York, NY

- Produced and designed various company sites, banners, flash pieces and specialized tools to be used by art professionals world-wide
- Created original in-house management systems, with a focus on clean and intuitive site architecture

Bookspan (AOL Time Warner/Bertelsmann)

Web Designer, Internet Creative | 11/99 - 7/05 | New York, NY

- Created original designs, redesigned, and launched several of 30+ book club sites
- Produced and designed interactive Flash slideshows to promote authors and books
- Selected as part of team to head the migration of all clubs from old platform to new

EDUCATION

Amherst College | Amherst, MA

Graduated with a BA in Fine Arts

SKILLS

Sketch, Photoshop, Illustrator, InVision, basic HTML/CSS

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VOLUNTEERING

Mount Sinai West

Med-Surg Ward Rounding Volunteer | 10/16 - 4/18 | New York, NY

- Assisted patients, visitors, and nurses by gathering and transporting materials, fulfilling requests, and providing friendly visits

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