

ROSE PAK

Visual / UI/UX / Product Design

peculiarbird.com

917.363.8734

rospakdesign@gmail.com

EXPERIENCE

The College Board

Senior Visual Designer | 2019 - 2021 | New York, NY

- Partnered with cross-functional teams to design college planning tools
- Built prototypes, participated in user testing sessions and analyzed results to continuously improve products
- Worked within design system and utilized templated screens and components, expanding upon them when necessary

Ladders

Senior Visual Designer | 2016 - 2019 | New York, NY

- Led redesign of job search site and worked on key products such as a resume builder, resume reviewer, and public user profile page
- Collaborated closely with product managers, developers, editorial, marketing, and the CEO to deliver optimal user experiences
- Created prototypes in support of research and participated in testing sessions

Hearst Digital Studios

Senior Interactive Art Director | 2014 - 2015 | New York, NY

- Ideated, designed and oversaw the development of SVOD sites and mobile apps

Maxim Digital

Interactive Art Director | 2006 - 2014 | New York, NY

- Lead designer - developed and executed creative solutions for large-scale site redesigns, microsites, banners and emails

Artinfo.com

Producer/Web Designer | 2005 - 2006 | New York, NY

- Produced and designed various company sites, banners, flash pieces and an in-house tool to be used by art professionals world-wide

Bookspan (AOL Time Warner/Bertelsmann)

Web Designer, Internet Creative | 2000 - 2005 | New York, NY

- Designed and maintained several of 30+ book club sites, author and book microsites

EDUCATION

Amherst College | Amherst, MA

Graduated with a BA in Fine Arts

SKILLS

Sketch, Zeplin, Figma, Principle, Photoshop, Illustrator, InVision, basic HTML/CSS, Jira