Rose Pender

UX Product Designer

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Experience

Madewell — Product Designer
Nov 2020 to present

Leading PDP redesign and new feature initiatives for madewell.com. Working closely across merchandising, analytics, marketing, and brand creative to bring new e-commerce experiences to life.

- Refining and modernizing legacy design system with an emphasis on site performance, responsive interactions, and refreshed styling.
- Spearheaded inclusion strategy ahead of plus-size relaunch, forming targeted focus groups to validate design updates on an extremely tight schedule.
- Redesigned size charts, resulting in +$21.5M annualized demand impact.
- Proposed and designed new product recommendations module driving $2.5M+ annually.

Softway — UX Architect
Nov 2019 to Nov 2020

Led research and design on a cross-platform sales & service mobile app for a Global Fortune 1000 manufacturing company. Managed initative to integrate design and development development teams through Agile & Lean UX.

Tapestry — Independent UX designer & product strategist
Sept 2018 to June 2019

Worked closely with founder on navigational elements and brand design for open-source data platform for sustainable architecture, construction & real estate. Designed a simple, scalable interface for highly complex desktop application.

Gensler — Knowledge Manager, Southwest Region
09 Sept 2013 to 26 July 2018

End-to-end design and development of interactive dashboards using SQL and Tableau. Managed data capture for 55,000+ projects, spearheaded data governance initiatives and ushered IA projects through development lifecycle. Worked with stakeholders and end-users across disciplines to align BI reporting processes and technology with business needs.

Education

The University of Texas at Austin
Bachelor of Arts, Art History

Stanford Continuing Studies
Gamification, Behavior Change, and Design, 2020

Design Research: Creating New Products and Market Success, 2020

General Assembly
UX Design Certification, 2019

Skills

End-to-end Product Design
UX/UI Design
Visual Design
User Research & Testing
Interaction Design
Workshopping
Wireframing
User Flows
Creative Direction
Competitive Analysis
Usability Testing
Qualitative & Quantitative Research

Figma
Sketch
Adobe Suite
InVision
SQL
Tableau
HTML/CSS