Rosa Park
Product Designer

rosaparkdesign@gmail.com
www.rosapark.work

Experience

Microsoft, **Mixed Reality Designer**
Redmond 2022 - Current
Turning broad, conceptual ideas into experiences and interaction concepts that bring value to Microsoft Mixed Reality products. Designing, prototyping, and leading discussions on new interaction models to help drive clarity on MR strategy and vision aligned with company priorities.

Central Planning LLC, **Mixed Reality Designer**
Redmond 2022 (Remote Contract)
Providing Product Design services for Mixed Reality products of Microsoft, from conception to designing and prototyping new types of user experience and interaction design concepts that bring to life to opportunities in Mixed Reality.

iconmobile group, **Senior UX Designer**
Santa Monica 2021 (Remote Contract)
Creating intuitive, brand-specific and delightful user experiences for large transportation client companies, including Toyota and PACCAR, and providing guidance to two junior UX designers.

Designworks BMW, **Interaction Designer (Creative Technologist)**
Newbury Park 2020
Exploring interaction and experience concepts for BMW brands. Developing design solutions, visualizing experiences through wireframes, user cases, low and high fidelity interactive physical and digital prototypes.

Designworks BMW, **Creative Technologist**
Newbury Park 2019 (Internship)
Designing and prototyping interaction design concepts for BMW's future of autonomous mobility concept model, BMW i Interaction Ease. The work was displayed at CES 2020, and has received critical acclaim.

Microsoft, **UX Design**
India 2018 (Internship)
Designed a new Cortana-enabled IoT device that would help absent minded individuals more effectively locate and place belongings through a smart home. Executed the end-to-end design process from research, synthesis, user flows, storyboarding, product design, to developing a self-learning Computer Vision AI prototype that uses Deep Learning with real-time human-AI interaction to test the concept.

Italia Innovation x FABRICA, **Design Fellow**
Italy 2017
FABRICA is the Benetton Group's design research centre. Led end-to-end design efforts for design projects in collaboration with the R&D innovation lab at one of the world's leading food retailers Barilla, and B-corp skin/haircare retailer Davines.

Related Experience

RISD Interior Architecture, **Teaching Assistant**
Providence 2018

RISD Industrial Design, **CAD Lab Student Manager**
Providence 2018

Education

Rhode Island School of Design
Industrial / Product Design BFA
Graduated December 2018 with Honors
Computation, Technology, and Culture concentration

Brown University Course
Robotic Systems Design

Skills

Design Tools
Sketch, Figma, Illustrator, Photoshop, After Effects, Premiere Pro
Blender, Solidworks, Keyshot, sketching, woodwork, metalwork

Research
Survey Design, User Interviews, Usability Testing, Journey Maps, Affinity Diagrams, Storyboarding, Persona Development, Wireframing

Creative Coding
Unity 3D, Aframe, Processing, Arduino, Raspberry Pi, Kinect

Programming
HTML/CSS, Javascript, Python, C++, C#, Java, Nodejs

Recognition

Better World by Design Conference Speaker '17
'Synthesize with Empathy': Strategies for Empathetic Design Synthesis

Brown University Awards
project Melos: Sensory Play for Children
Modular toy designed to encourage imaginitive and collaborative play between children of all visual abilities

Social Enterprise Greenhouse Prize '16
project Horizon for Waiting Rooms
Wearable technology designed to improve waiting experiences for patients in hospital clinic waiting rooms, and increasing work flow for the staff

RISD Industrial Design Triennial Show '16
project LittleLoveMine for Babies
Teether and security blanket design that helps the baby with separation anxiety from their mothers

RISD Industrial Design Department Representative
RISD Industrial Design Class Representative