Roselle Bernardino
Product Designer

Active Secret Security Clearance 2022 - current

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Summary

Versatile Product Designer with 4 years' experience, including 3 years optimizing web-based applications for the US Air Force. Expert in user research, wireframing, UX/UI design, prototyping, and usability testing. Passionate about intuitive digital experiences, continuous learning, and mentoring peers to drive team growth.

Experience

Product Designer | Kessel Run (United States Air Force) | Remote/Hanscom AFB, MA | 04/2022 - Present
- Led end-to-end product design for mission-critical tools to enhance operational effectiveness, driving solutions from discovery to launch.
- Partnered with engineering, product, and design teams to deliver features that **significantly accelerated deliverable creation** and **improved workflow efficiency.**
- Spearheaded integration of key external systems for 2 projects, **reducing task completion time** and **expanding cross-portfolio collaboration.**
- Designed onboarding projects that boosted employee confidence and domain knowledge; **recognized by HR for impact.**
- Selected as **Top Graduate**, Kessel Run's domain context learning class (Fall 2024).

Aspiring Product Designer | uxzelle | Remote/Washington, D.C. | 05/2021 - 04/2022
- Designed and prototyped new streamer features for Twitch mobile app, **increasing user satisfaction and engagement.**
- Developed an AR restaurant menu app (OptiMenu) to **improve dining experiences** and **reduce food waste.**
- Redesigned dchappyhours.com, enhancing navigation and accessibility to **drive higher site traffic.**
- Launched a resume design service, generating repeat business, referrals, and **client job offers.**

Interior Design Project Manager | M.S. Vicas Interiors | Washington, D.C. | 03/2019 - 05/2021
- Redesigned workflows, accelerating design approvals and **increasing active projects by 400%.**
- Implemented Agile methodologies to support rapid process changes and project delivery.
- Defined project constraints, executed design objectives, and developed creative solutions for client needs.

Skills

- **Tools:** Figma, FigJam, Lucidspark, Lucidchart, Adobe CC, Microsoft Office Suite, Google Suite, GitLab, Miro, Jira, Asana, Notion, Zoom, MS Teams, Mattermost, Slack

- **UX/UI Design:** Interaction Design, Wireframing, Prototyping, Usability Testing, A/B Testing, Information Architecture, Visual Design, UX Writing, WCAG Accessibility

- **User Research and Analysis:** Research Planning, User Interviews, Survey Design, Contextual Inquiry, Workshopping, Task Mapping, Heuristic Evaluation, Affinity Analysis, Journey Mapping, Persona

- **Soft Skills:** Cross-Functional Collaboration, Problem Framing/Solving, Project Management, Stakeholder Management, Communication

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Certifications

- **Interaction Design Foundation:** 8 courses (Top 10%/Best in Class), including User Research, HCI, Visual Design, Journey Mapping, Design Thinking, AR/VR

- **Uxcel:** 15 courses, including AI in UX/UI, UX Writing, UX Research, Accessibility, Design Patterns, UI Components, Color Psychology, Typography

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Education

Bachelor of Arts, Design & Bachelor of Arts, Linguistics
University of California, Davis | Davis, CA