

# Rosilena Tarver

## USER EXPERIENCE DESIGNER

### CONTACT

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### PROFILE

I'm an empathetic communicator and creative problem solver and am excited to be transitioning into UX. I've finally found the field that combines my desire to help others with my love of tech, research, and design.

I have exceptional interpersonal, critical thinking, and communication skills. I'm a storyteller at heart and am passionate about having a positive impact on my community.

### SKILLS

Design Thinking, User Research, Affinity Mapping, Sketching, Wireframing, Prototyping, User Flows, Visual Design, Information Architecture, Usability Testing, Application Development, Content Auditing

### TOOLS

Figma, Sketch, POP App, Miro, Notion, Slack

## EXPERIENCE

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### Content Writer | Convey, Inc.

MAY 2022 - MAY 2023, EMERYVILLE, CA

- Completed a full content audit of 511 SF Bay's website to prepare and direct the UX design team for revisions and publication
- Assisted in the rewrite and redesign of the Bay Area FasTrak website alongside a UX design team to improve clarity and usability
- Created social media content, press releases, website updates, annual reports, and public outreach content for multiple clients in the transportation and environmental sectors

### Writer & Producer | KTVU FOX 2

OCT 2016 - MAY 2022, OAKLAND, CA

- Focused on viewer's needs while gathering content to keep them informed and entertained
- Wrote compelling broadcast news copy and covered breaking news under tight deadlines for morning and noon newscasts
- Promoted compelling pieces with Bay Area nonprofit leaders by editing long-form interviews for KTVU's Giving Day campaigns
- Scouted and vetted engaging experts for live interview segments

### Writer & Weekend News Producer | KTVU FOX 2

OCT 2015 - OCT 2016, OAKLAND, CA

- Hired full-time after only weeks of working as a freelancer
- Produced shows in every time slot with short notice
- Created content and updated website and social media sites

### Senior Producer, Morning News | FOX5 KVVU-TV

MAR 2013 - JULY 2015, HENDERSON, NV

- Produced #1 rated morning news show in Las Vegas
- Grew 2015 May sweeps ratings 29% from previous year

## EDUCATION

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### BrainStation | Diploma, User Experience Design

AUG 2023

### Emerson College | Bachelor of Science in Broadcast Journalism

Spanish Minor, Dean's List, WERS FM Producer & Host, Member of EBONI student group

## PROJECTS

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### UX/UI Designer | [Breakthroughs](#)

JUL 2023, ACADEMIC

Developed and designed a mobile application concept to provide women diagnosed with ADHD as adults with the tools, solutions, and resources they need to help organize and improve their daily lives