

ROSA GENETTI

SR PRODUCT DESIGNER

Brooklyn NY 11201

www.rosagenetti.com

PROFESSIONAL EXPERIENCE

Sr UX Designer, ArrowStream; Remote — December 2023-Present

SaaS B2B focused on Foodservice supply chain and logistics. Clients include operators, distributors, and manufacturers across the food service industry including chain restaurants, purchasing groups, convenience stores, direct to consumer, hospitality, and schools/colleges.

- Lead user research, requirements gathering, and scoping with key internal and external stakeholders for a new Promotions feature
- Manage the design timeline, create designs, and iterate based on user and internal stakeholder feedback for S-XL projects
- Collaborate with internal stakeholders throughout the organization to uncover key user needs
- Evangelize UX throughout the organization by presenting in-team and company-wide on UX processes and tools and maintaining a UX backlog in JIRA
- Chair Culture Club and help plan 1 event per month, ongoing async events, and provide graphics for events.

Product Designer, Sourcemap; New York, NY — April 2022-July 2023

SaaS B2B focused on supply chain visibility and traceability. Clients include Nike, Breitling, and Ferrero. Named one of TIME Magazine's Best Inventions in the Social Good category 2023 and Fast Company's List of World's Most Innovative Companies for 2023

- Led design of a luxury consumer facing supply chain visualization experience using Figma and Netlify for Breitling Watch generating over 20 news articles, receiving over 2k views on LinkedIn, and serving as a foundation for future Breitling partnerships
- Managed project timelines and acceptance criteria using JIRA and lead discussions with cross functional partners, C-suite, and executive leadership on progress updates for Breitling collaboration
- Increased Customer Analysts' capacity by 20% by developing a model to automate data consolidation enabling faster mapping and analysis
- Established Fun Committee to expand company culture and plan 2 events per month including holiday celebrations, learning, and volunteer experiences

UX/UI Design Consultant, Freelance; Remote — September 2020-April 2022

Offered user experience and interface design to clients in the social impact sector. Understood users' needs and collaborated with clients to deliver mobile and website experiences. Key projects include:

- Increased ease of navigation by 60% through re-designed user flows and information architecture using Adobe XD and Miro on a service marketplace
- Improved user understanding of website objectives by 80% through up-leveled messaging and clear branding using A/B testing and Figma

EDUCATION

Design for User Experience — Lesley University, February 2020

Bachelors of Social Work — Marist College, May 2017