

Kenia Del Rosario Serrette

CONTACT

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EXPERIENCE

Concentrix Tigerspike

Senior UI Designer March 2020 - Present

At Concentrix Tigerspike I have worked closely with our UX designers, Business Analyst and Tech Lead to deliver projects for Nasdaq and BlackRock with a keen focus on our users and their needs.

- For Nasdaq, I created the design system for an application for Board Members and Directors, continuously testing our designs with users alongside our UX Researcher, conducting user interviews, seeking alignment with key stakeholders, sharing our findings along the way and iterating on the design keeping our research in mind.
- As the sole UI Designer on the BlackRock project, I collaborated with our UX designer ensuring that we delivered a delightful application for their internal Salesforce enabling them to prepare for meetings 5 times more efficiently, working closely with the Product Owner and their Salesforce to test and validate concepts.
- For both projects, I partnered closely with the development team in an agile environment, to ensure designs were understood, implemented and adjusted wherever needed.

Segal Savad

Digital Creative Director February 2015 - March 2020

Senior Designer March 2013 - February 2015

As Creative Director for Segal Savad, I collaborated with clients to establish project needs, create proposals and briefs, ideate, create wireframes, site maps, user flows and designs for digital projects as well as design and evolve brands for client events and brand initiatives.

- As the lead UI designer for investment bank LionTree's first mobile application, I established the core visual identity of the app that resonated with the exclusive c-level audience, creating a community for thought leadership and connectivity.
- Partnered with a wide variety of clients spanning multiple industries including PIMCO, Citadel, Barneys New York, Oakley, Mercer and New York Life Insurance owning the design process from ideation to delivery for digital, print and event design.
- As a team leader at Segal Savad, I spearheaded training initiatives for Sketch, Invision and Adobe XD, keeping our team up to date on the latest tools and best practices.

Global Brands Group

Graphic Designer July 2010 - February 2013

Designed brand identities and presentations that enabled the marketing team to sell home and fashion concepts to retailers including Bloomingdales, Saks Fifth Avenue and Target.

- Art directed and designed the brand books for the Vena Cava, Rachel Zoe and Carlos Falchi brands, establishing the brand guidelines for future look books and design assets.

EDUCATION

General Assembly,
JAN 2020

USER EXPERIENCE
DESIGN IMMERSIVE

School of Visual Arts,
SPRING 2011

GRADUATED MAGNA
CUM LAUDE,
BFA/GRAPHIC DESIGN

SKILLS

USER RESEARCH
IDEATION WORKSHOPS
USER FLOWS
SITEMAPS
WIREFRAMES
STORYTELLING &
PRESENTATIONS

FIGMA
INVISION
ADOBE XD
AFTER EFFECTS

DETAIL ORIENTED
FLEXIBLE
COMMUNICATIVE
TEAM PLAYER

FLUENT IN SPANISH