

# CECILE ROCA

NYC, New York | 917 755 7583 | cecile@cecileroca.com | cecileroca.com | linkedin.com/in/ceciler/

I recently obtained my MFA in Design and Technology at Parsons School of Design. During my studies I explored different technologies and mediums to transform complex information into structured, intuitive, and joyful designs. Prior to my studies, I interned and worked as a UX Designer at various Award Winning Design Studios. To complement my design experience, I have a degree in Law, and five years of experience in business development. My background gives me a unique perspective into my design process, a strong work ethic, and excellent collaborative skills.

## Education

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- MFA in Design & Technology | Parsons School of Design | The New School | (Class of 2022 - GPA 3.96/4.0)
- Bachelor in Liberal Arts | Eugene Lang College of Arts | The New School
- Ecuadorian Law | Universidad Internacional del Ecuador

## Professional Experience

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### Vickers Design | UX Designer

New York | 2022 - Present

- Working on the design of different apps and websites, including product ideation, user research, information architecture, user testing, documentation, and client presentations
- Lead Designer for Ned Carroll's campaign website from ideation to release (Minnesota, Campaign Summer - 2022)

### Parsons School of Design | Critical Code, Teacher Assistant

New York | Fall 2021

- Conducted lecture sessions on various topics including Design and Coding for undergrad students
- Mentored undergraduate students, assisting them with their academic career, resulting in a deeper understanding of key skills and concepts

### Rockwell Group | UX Designer

New York | 2018 - 2020

- Led the UX design of the latest immersive sales center for Hudson Yards in New York City
- Led the content strategy, story telling, and user testing of the sales center that contained more than 34 screens, including 10 interactive installations
- Led client presentations and incorporated feedback, resulting in a successful launch that is still active

### Gallagher Design | UX Designer (Internship, Freelance)

New York | 2016 - 2018

- Worked on the design and production of interactive exhibits for four museums and corporate clients, resulting in the 2019 Global Design Award and the Honor Award for Digital Experience Content
- Worked to ensure that the vision and objectives of the client were properly represented by creating the information architecture, prototypes, user testing, and iterations through the release of the final product

### University of Michigan | UX Designer

Ann Arbor, Michigan | 2016 - 2018

- Created the overall project strategy and product ideation of a research survey system that successfully collected extensive data about human behavior from over 1,000 users
- In charge of the product information architecture and documentation to ensure the graphic designer, developer, and client were in sync with design and technical details
- Led user testing to determine clear navigation and functionality of the survey system

## Awards

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- Dean's Scholarship at Parsons School of Design (2020 - 2022)
- 2019 Global Design Award for The Mississippi Arts & Entertainment Experience Center
- Honor Award for Digital Experience Content for The Mississippi Arts & Entertainment Experience Center

## Earlier Experience

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- Hypersonic - Fabricator
- Monea Furniture - Fabricator, Co-Founder
- ICSC - Business Development Latin America

## Skills

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UX Design, User Research, Information Architecture, User Testing, Design Strategy, Wire-framing and Prototyping, Design System, Client Relations, Sketch, Figma, After Effects, Cinema 4D, InVision, Illustrator, Photoshop, InDesign, JavaScript, HTML, CSS