TATIANA ROCCA
UX Designer

From designing buildings to creating products, my experience has equipped me with the skills to understand needs and solve complex design problems as well as, connect with clients and diverse teams.

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Experience

Innovobot, UX Designer:

June 2024- Present   Montreal, Canada

Managed multiple projects concurrently, across various industries, and Fortune 500 companies.

Documented and translated complex business needs and client pain points into clear, actionable project requirements, user stories and acceptance criteria.

Acted as a liaison between stakeholders, designers, and engineers, facilitating collaboration.

Led brainstorming sessions to drive innovative solutions and overcome project challenges.

Conducted UX research, user testing, and validation to ensure alignment with user needs and business objectives.

Designed user flows and interfaces, improving usability, and overall user experience.

Presented product demos to internal teams and external clients.

Freelance, Product Designer:

January 2023- June 2024   Remote, Canada

Led the conceptualization and execution of transformative website an application design initiatives.

Applied user-centric methodologies through in-depth research, information architecture design, and problem-solving.

Collaborated with stakeholders to align project objectives with client expectations effectively.

Freelance, Architect:

July 2021-January 2023   Beirut, Lebanon

Led strategic client consultations to define project requirements, leveraging market insights and technical expertise.

Translated conceptual visions into detailed architectural designs, ensuring alignment with client goals.

Oversaw project phases, collaborating with consultants and engineers to address challenges and ensure smooth execution.

Gulf Piling, Architect:

August 2017- July 2021   Dubai, U.A.E.

Contributed to more than 120 projects based in the United Arab Emirates, undertaking design creation for piling and shoring engineering initiatives.

Led teams, facilitated collaboration, and conducted evaluations to continuously improve design quality and performance.

Education

U.C Berkeley Extension - Professional Program in User Experience (UX) Design
2023-2024
Part-Time Online, California

ALBA - M.S. in Architecture
2020-2023
Académie Libanaise des Beaux-Arts- Beirut, Lebanon

ALBA - B.S. in Architecture
2013-2017
Académie Libanaise des Beaux-Arts- Beirut, Lebanon

Certificates

Google - User Experience Design
2022-2023

Skills

Collaboration:
Brainstorming • Design Thinking Workshops • User Research • Feedback Sessions • Problem-Solving Meetings • Presentation & Knowledge Sharing

Design:
User-Centred Design • User Flows • Affinity Mapping • Mock-ups • Prototyping • Usability Testing • Conceptual Design Thinking • Typography

Tools:
Figma • Adobe XD • Sketch • Adobe Creative Suite • Principle • Miro • Dovetail