

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.

Experience

Innovobot, UX Designer:

June 2024- Present

Montreal, Canada

Delivered innovative solutions in human-machine interface, robotics, and AI across projects for Fortune 500 companies.

Led end-to-end UX design processes, from stakeholder and customer interviews to defining pain points, motivations, and user needs, transforming insights into actionable project requirements.

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

Conducted in-depth user research, mapped end-to-end customer journeys, and developed intricate information architectures.

Designed interactive prototypes through iterative testing, refining solutions to align with user needs, and business objectives while adhering to design language guidelines.

Conducted cross-functional workshops to drive innovation and solve complex design challenges.

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 application design initiatives.

Applied user-centric methodologies through in-depth user research, design sprints, and iterative prototype testing.

Presented UX strategies, research findings, and design solutions to executive leadership and clients.

Gulf Piling, Architect:

July 2021- January 2023

Dubai, U.A.E.

Contributed to more than 50 projects based in the United Arab Emirates, undertaking design creation for piling and shoring engineering initiatives.

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

Translated conceptual visions into designs, ensuring alignment with client goals and user needs.

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

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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 • Stitch • Antigravity • Notion