

Felix Rosen

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I am a London-based product designer, with a strong focus on user experience design and research. I have a particular interest in turning complex problems into intuitive and inclusive solutions.

EDUCATION

Loughborough University

BSc Human Factors Design (Hons)

Grade: 2:1

2014 - 2017

Modules: Human Computer Interaction, User Experience Design, Environmental Psychology, Qualitative Methods, Data Analysis, and more.

SKILLS

Tools

Figma
Sketch
Axure
InVision
Balsamiq
Adobe Creative Cloud
Zeplin
HTML & CSS

Design

Wireframing
Prototyping
User Flow/Journey Mapping
Storyboarding
Sketching

Research

Competitor Analysis
Focus Groups
Usability Testing
User Journeys
Personas
User Interviews & Surveys
Card Sorting
Task Analysis Mapping

EXPERIENCE

Product Designer, Ticketmaster

August, 2022 - Present

London, United Kingdom

Ticketmaster is the global leader in live entertainment and ticketing. I am part of the design team focussing on the marketplace, and post-purchase experience.

User Experience Designer, Macademia

July, 2019 - July, 2022

London, United Kingdom

Macademia is an award-winning global EdTech company providing educational programming and games for children.

- Conducted user research sessions with parents focussing on the onboarding and sign up flow of the company's flagship product, the 'Da Vinci Kids' mobile app.
- Led the research and design process, from concept to implementation, for various gamification features, including an avatar creator, a badge system, and a currency reward mechanic.
- Redesigned the web billing/sign up journey working closely with front-end web developers and project managers, boosting conversion metrics such as app installs and subscription conversion rates.
- Led the research and design process for a new parent 'in-app' sign up experience, placing a stronger emphasis on account personalisation, customisation and subscription transparency.

User Experience Designer, Pricesearcher

May, 2018 - July, 2019

London, United Kingdom

Pricesearcher is the UK's largest product search engine providing retailers of all sizes a platform to display their products to online shoppers around the world.

- Owned the entire design process, collaborating with senior web developers, to redesign and restructure the entire browsing and price comparison experience.
- Conducted remote user testing sessions, and presented insights and findings to senior team members, influencing the redesign of the web app user interface.
- Designed key features in order to improve the user's shopping experience, such as a filter menu, grid/list view toggle, and price comparison functionality.

Junior User Experience/Interface Designer, Plinth.Tech

October, 2017 - May, 2018

London, United Kingdom

Plinth.Tech is building a modern operating system for alternative investment management businesses.

- Collaborated with the CEO/Founder and the engineering team, to define and create personas, wireframes and high-fidelity UI designs, for both the flagship product (a dashboard-style user interface) and the corporate website.