

# Mick Rosolek: Senior UX Designer/Researcher

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## SUMMARY

A highly accomplished and results-driven Senior UX Designer/Researcher with over 10 years of experience, including 5+ years specializing in UX research for products. Proven ability to effectively collaborate with leadership and cross-functional partners, translating complex user needs and business goals into innovative, intuitive designs that drive engagement and improve key metrics. Experienced in a broad range of research methods, including usability studies, contextual inquiries, 1:1 interviews, and unmoderated research studies. Possesses a strong track record of transforming findings and data into clear, compelling narratives that resonate with executives and stakeholders, driving data-informed decisions. Skilled in managing UX projects within large, matrixed organizations for over 3 years, leveraging expertise across the full UX lifecycle, from research and ideation to prototyping, testing, and implementation. Proficient in tools such as Figma, Adobe Creative Suite, and Miro.

## KEY SKILLS

- **UX Design:** Information architecture, wireframing, prototyping (8+ years), interaction design, UI design, user flows, journey mapping
- **Data Visualization:** Design for complex financial data, data-driven decision making, dashboard design, data storytelling
- **UX Research & Testing:** User interviews, usability testing, A/B testing, surveys, data analysis, persona development
- **Product Design:** Product strategy, contributing to product roadmaps, aligning UX with business goals (5+ years)
- **Tools:** Figma, Axure, Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, etc.), Sketch, Salesforce Lightning Component Library, HTML, CSS, JavaScript, Zeplin, Miro
- **Methodologies:** Agile, Waterfall, Lean UX, Design Thinking

## EXPERIENCE

### UX Researcher - Freelance | AnswerLab | Remote | September 2025 – January 2026

- Planned and executed custom research studies using diverse methodologies, analyzing user behavior and opinions to guide new ideas and evaluate designs.
- Communicated research findings and insights through clear, compelling narratives that resonated with executives and cross-functional partners.
- Managed research projects, effectively setting priorities and delivering key insights within fast-paced, evolving environments.

### UX Researcher/Designer - Freelance | Colgate-Palmolive (Hill's Pet) | Remote | February 2025 – August 2025

- Spearheaded user research and usability testing initiatives, providing actionable insights that directly informed design decisions for pet product offerings. Used Figma for the redesign.
- Translated complex user needs and business requirements into clear, concise, and actionable insights for product development teams.
- Developed and delivered compelling presentations and reports to communicate research findings and recommendations to stakeholders, driving data-informed decisions.
- Pioneered the use of AI-developed user personas, enhancing the team's understanding of target users and improving the effectiveness of design strategies.

### Senior UX Designer - Freelance | Verizon | Remote | July 2024 - February 2025

- Led UX design efforts for critical internal business systems, ensuring functionality, efficiency, and alignment with user needs, resulting in minimized downtime and increased productivity.

- Drove innovation by designing, with Figma, and implementing new components and workflows for existing internal systems, delivering tailored solutions that optimized processes, enhanced user satisfaction, and significantly improved operational efficiency.
- Proactively addressed and resolved usability issues, preventing disruptions and improving product accessibility, leading to a seamless user experience.
- Conducted comprehensive competitor analysis and usability audits, identifying actionable opportunities for improvement and enabling the API team to maintain a competitive edge.
- Developed and delivered impactful UX presentations, promoting understanding and adoption of UX principles across the organization, fostering a design-driven culture.

#### **Senior UX Designer - Freelance | Walmart | Remote | March 2024 - May 2024**

- Researched and redesigned an internal HR application for employees, providing access to payroll, HR, and career development tools.
- Designed, with Figma, a user-friendly messaging application (desktop and responsive) for internal HR communications.

#### **Senior UX Designer/Information Architect | Nielsen Global Solutions | New York, NY | August 2021 - September 2023**

- Led the entire UX process for internal business applications, ensuring smooth maintenance and optimal user experience.
- Crafted detailed wireframes with Figma and developed interactive prototypes for efficient design testing.
- Integrated UX design seamlessly into the product development lifecycle, conducting research to identify user needs and developing prototypes within a rapid development cycle.
- Enhanced user experience by implementing design best practices and merging business requirements seamlessly into user workflows, resulting in improved productivity and satisfaction.
- Mentored junior designers, fostering their growth and development.

#### **Senior User Experience Designer - Freelance | 30 Capital Real Estate | New York, NY | January 2021 - June 2021**

- Designed with Adobe Creative Suite and maintained user interfaces for real estate applications.

#### **Senior User Experience Designer - Freelance | Live Area Labs | New York, NY | September 2020 - December 2020**

- Designed pages and interactive elements for a website for HCPs and patients by utilizing user-centered design principles and extensive A/B testing.
- Established cloud-based environments on AWS for prototyping, testing, and user research, eliminating the need for physical hardware and enabling rapid iteration.
- Leveraged AWS scalable infrastructure to ensure application responsiveness and optimal performance under varying user loads, enhancing overall user experience.

#### **Senior UI/UX Designer - Freelance | Allied World | New York, NY | January 2020 - May 2020**

- Identified user requirements and established insurance underwriting applications within an Agile work environment by engaging with users, product owners, and subject matter experts.
- Improved application by architecting clickable prototypes with Figma while conducting weekly user reviews for valuable feedback.
- Minimized user errors through user research/usability testing, identifying key pain points, and driving enhancements.

**Senior User Experience Designer - Freelance | Provantage X | New York, NY | May 2019 - September 2019**

- Researched and wrote the business requirements for a media ad-buy brokerage system. Designed an administrative dashboard and frontend user interface for a media ad-buy brokerage system.
- Enhanced user satisfaction on a suite of high-traffic mobile apps (averaging 500k monthly users) by creating and revising user-flow diagrams.

**Senior User Experience Designer - Freelance | Cognizant (Client: JP Morgan Chase) | Jersey City, NJ | Oct 2018 - Dec 2018**

- Implemented user-centered design principles and conducted over 80 hours of usability testing across various banking applications to improve usability and visual aesthetics.

**Senior User Experience Designer/Architect - Freelance | Estee Lauder | New York, NY | June 2017 - September 2018**

- Directed revamp and improvement of e-commerce platforms, web portals, and mobile applications. Integrated usability principles and practices throughout the product development process.
- Liaised closely with cross-functional teams to gather requirements, conduct user research, and analyze data for design decisions.
- Leveraged Salesforce and Salesforce Lightning Component Library to establish user-friendly interfaces for shopping cart sites.

**Senior User Experience Designer – Freelance | IBM | New York, NY | April 2017 - June 2017**

- Led design workshops with product owners to define needs for desktop and mobile interfaces.
- Engineered a comprehensive user experience redesign for a high-profile e-commerce platform, boosting customer satisfaction scores by 25% and increasing conversion rates by 15% through user-centered design principles and rigorous A/B testing.

**Senior User Experience Designer – Freelance | Wunderman Health | New York, NY | October 2016 - March 2017**

- Implemented user-centric design principles across 10+ projects for high-profile clients, resulting in a 30% average increase in user engagement and a 20% boost in customer satisfaction scores.

**Senior UX/Principal Designer – Freelance | Sapient | New York, NY | October 2010 - March 2012**

**Clients:** CITI Investments, Credit Suisse

- Led UX design projects, collaborating closely with CITI Investments and Credit Suisse teams to deliver innovative, user-centered design solutions.
- Analyzed and visualized complex data models to create intuitive, user-friendly interface designs for investment and financial platforms.
- Developed user personas and customer journey maps based on extensive user research and data analysis, enhancing design integrity and user engagement.
- Conducted usability testing and leveraged user feedback to iterate and refine design solutions, ensuring alignment with client objectives and user needs.
- Collaborated with cross-functional teams, including data analysts and engineers, to ensure seamless integration of large-scale data structures into interactive design elements.
- Spearheaded workshops and design sprints to foster creative problem-solving and to align stakeholders on design goals and usability standards.

**EDUCATION**

Cinematography Tech | Milwaukee Area Technical College | Milwaukee, WI

**CERTIFICATIONS**

Design Thinking Practitioner - Certified | IBM | 2017

Nielsen/Norman Usability Award | Northwestern Mutual | 2005