

# Rosie Day

Design Director | User Experience | Brooklyn

## CONTACT

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She / her

## SUMMARY

Design leader with 15 years international consulting experience across UX Strategy, Marketing and non-profit/government institutions. Excellent workshop facilitator and client partner. Unwavering advocate for user research.

I am responsible for building and strengthening relationships through delivery of world-class Product Design and Experience Strategy projects across a portfolio of accounts. Experience managing large teams of UX specialists and outstanding business development track record.

## EDUCATION

### Postgraduate Diploma, Chartered Management Institute, England

Professional Consulting, Management & Leadership | 2016 - 17 | Distinction

### BSc, London School Of Economics

Europe's No1 Social Science University  
Bsc. International Relations | 2010 - 13

### Hills Road Sixth Form College, Cambridge

Sociology, International History, Math  
2008 - 2010

## DESIGN TRAINING

### University of the Arts, London

100 Design Projects | 2019


### General Assembly


User Experience Design | 2018

### City & Guilds of London Institute

Scrum Master & Agile Certification | 2017

## FAVORITE TOOLS

 Figma > Sketch

 Slack > Teams

 Airtable > Excel

 Miro > Word

## PERSONALITY

ENFJ-A | Enneagram 8

Tenacious Principled Authentic

Creative Analytical Collaborative

## WORK EXPERIENCE

### DESIGN DIRECTOR

CONCENTRIX CATALYST | NEW YORK | 2022 - PRESENT

- Lead multiple complex Discovery and Product Design projects concurrently, with particular specialism in mobile-first digital experiences, ensuring design excellence, user centricity and outstanding client satisfaction (partner, not supplier).
- Direct a US + LATAM team of 22 design and research managers and ICs, founded a culture of growth, transparency and inclusion.
- Strong business development track record (commercial footprint worth \$21M 2021-23: \$200K-\$1.M/deal): proactively define new project work with prospective and existing clients by articulating business challenges, defining goals and shaping project approaches, costs and staffing. Extensive experience crafting winning RFPs.
- Apple Partnership Design Lead; 1 of 3 trusted experts called upon by Apple Account Executives to uncover software needs of Apple enterprise clients through user and stakeholder research, including in-person workshops at Apple Park, Cupertino.

### DESIGN LEAD

CONCENTRIX CATALYST | DUBAI & NEW YORK | 2019 - 2021

- First designer on the US team; turned small-time projects into multi-million dollar anchor accounts (NASDAQ, BlackRock, Premier), resulting in 400% increase in YoY revenue and a fivefold growth in regional team.

### DIGITAL CONSULTANT

BRITISH GOVERNMENT - VARIOUS DEPARTMENTS | LONDON | 2017 - 2019

- Serving as a pivotal digital strategy advisor parachuted in to high-profile and high-impact projects across government departments; embedded into product teams to transform services used by millions of citizens.
- *Ministry of Justice, Service Designer* - Winner, Cabinet Office Innovation Awards, 2019
  - Designed world-first courtroom video recording solution - enabling video evidence to be viewable in jury rooms. This ensures fairer trials for thousands of people across the UK.
- *Department for International Trade, UX Researcher* - Highly Commended, DIT Awards, 2018
  - Led discovery research and sprint-based usability testing to create new services for British exporters to navigate Brexit.

### LEAD CONSULTANT

CHALLENGES WORLDWIDE | GHANA & RWANDA | 2016 - 2017

- Backed by the Department for International Development, I initially volunteered as a business consultant with this international NGO in Ghana for 3 months, commercializing local start-ups.
- Then, invited to run the Rwanda program, I oversaw multiple start-up engagements concurrently, and trained a team of 20 international consultants.

### HEAD OF MARKETING & DESIGN

SKILLS MATTER | LONDON | 2015 - 2016

- Led all marketing and design activities for this developer community and events company, attracting clients such as Facebook, Google Developers, Amazon, Huawei & Sony.
- Managed a motivated team of 4 content specialists and visual designers.

### 2008-2015 EXPERIENCES AVAILABLE ONLINE

[VIA LINKED IN](#)