



# Roxanne Sophia Henschke

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*I am strong at conceptualizing, drawing insights from complex content, and empathizing with users.*

I am a UX Designer from Vancouver, BC. For me, the core of design is **empathy**. It's a tool to help people – whether it be to provide a solution for one of their problems, or as simple as brightening a part of their day. I value **experimentation**, but also enjoy finding the **patterns** behind successful design. I believe that combining the conventional with the unconventional is what creates truly distinctive, memorable and meaningful experiences that will ultimately delight and engage people.

## Work Experience

### thisopenspace, design intern 2015



Designed visual communication material for the start-up, including print and digital

Created promotional pieces for clients, as well as worked on the monthly newsletter and website

*Worked in a small, passionate team and increased my confidence in making design decisions independently.*

### tealeaves, designer 2014



Strategized and created a new website for the company with a small team of designers

Developed and designed multiple pages for the website redesign, from wireframes to the final product

*Gained experience designing a commercial website and furthered my understanding of brand.*

### dossier, design intern 2013



Developed and designed a website, as well as an identity, for their intern program, Railyard

Managed and executed own projects, as well as prepared budgets and proposals for clients

*Learned about the complexity of brand strategy, as well as how to manage and speak to clients professionally.*

### digital kitchen, creative intern 2013



Assisted with a variety of design, motion graphics, and film projects to produce compelling, quality work for clients

Produced a self-directed film project to expand my knowledge base and learn from my mentors

*Showed me the importance of experimentation and exploration in design, and not being afraid to be bold.*

## Simon Fraser University

### BBA joint major, interactive arts + technology & business 2010-16



Graduated Spring 2016 with Distinction (CGPA over 3.67)

Concentrated in Design and Marketing

*Became familiar with the differences in business and design perspectives within a company, among many other concepts.*

### italiadesign, field school 2014



Selected to participate as one of twelve students in the italiaDesign senior field school

Explored design and innovation in Italy through interviewing emerging and established designers

*Showed me the value of learning about other cultures and how that can help me grow both as a designer and as a person.*

### teaching assistant, 2014-16



Graded student deliverables and provided constructive feedback for an upper-division business writing course

Taught tutorials for an upper-division marketing course about the psychology behind consumer behaviour

*Developed skills to teach students complicated concepts, create lesson plans, and notice the details.*

### seattle design mentor, 2012-15



Mentored students in a lower-division spatial design course while they completed a design charrette

Explained concepts of architecture and spatial experiences around Seattle

*Was able to be inspired by upcoming students and share my personal experiences in the design program with them.*

***I can...design the interaction behind compelling products and experiences, illustrate, and transfer concept to form.***

***I can't...yo-yo, open spic every day items, or eat spicy food.***