

Raymond DeSimone

I am a Chicago-based UX Designer bridging the gap between business objectives and customer happiness.

Work

McMaster-Carr, Web Builder

2018 – 2019 | Elmhurst, IL

- Optimized web design for customer engagement using internal metrics and qualitative research.
- Planned layout for seven product groups with up to 120 web presentations.
- Presented designs across departments to ensure buy-in from key stakeholders.

BestFoodFeed, Marketing Consultant

2017 | Ann Arbor, MI/Remote

- Streamlined B2C communications by developing and implementing standardized templates for correspondence with contributors.
- Created copy and advised on layout for website redesign as part of overall brand restructuring.

Epic Systems Corporation, Project Manager

2015 – 2017 | Verona, WI

- Managed teams of six analysts across three software implementations.
- Minimized departmental disruptions during cutover by forecasting risks and leading department heads in the creation of risk mitigation plans.
- Tracked A/R days, claims denials, and other KPIs to maximize revenue after go-live.
- Collaborated with customers through software demos, presentations, and weekly meetings.

UUAMC (UM Unions Marketing), Marketing Assistant

2014 – 2015 | Ann Arbor, MI

- Grew Instagram and Twitter followers 150% and 70%, respectively, through increased production and sharing of original content.
- Managed five-person social media team through project plans, monthly goals, and weekly email check-ins.
- Teamed with designers and videographers to develop advertisements for traditional and digital media.
- Tracked and analyzed metrics via Hootsuite to understand and respond to engagement trends.

Education

CareerFoundry

User Experience Design Course

Certificate in User Experience, October 2019

University of Michigan

Stephen M. Ross School of Business

Bachelor of Business Administration, May 2015

raymonddesimone.com
raymond0024@gmail.com
linkedin.com/in/rdes

Skills

Design

Persona

Storyboarding

Wireframing

Prototyping

Research

Interview

Usability Testing

Preference Testing

Comparative Analysis

Survey

Development

HTML

CSS

JavaScript

Tools

Adobe XD

Sketch

Balsamiq

Invision

Photoshop

Illustrator

InDesign

AfterEffects

Concept Work

Expert | UX/UI

A web app concept for on-demand, expert advice through video calls.