RON GRIFFO

UX DEVELOPER | UI/UX DESIGNER | WEB DEVELOPMENT MANAGER

2 Ashdale Cir
Amherst, NY 14228
(716) 400-1409
fsadesign@gmail.com

< SUMMARY >

Seasoned UX developer with over 15 years of experience in creating intuitive and impactful digital experiences. Skilled in user research, interaction design, and front-end development. Demonstrates a proven track record of collaborating with cross-functional teams to deliver user-centered solutions. Pursuing a challenging role to leverage experience and contribute to the success of innovative projects.

< EXPERIENCE >

Life Storage, Williamsville, NY — **Web Development Manager**
April 2019 - PRESENT

- Led a team of developers in the implementation of a complex tier pricing system, resulting in a 20% increase in conversions within the first three months of launch.

- Led the UX development of a large-scale kiosk project to deliver an exceptional user experience in a physical, interactive environment. This project launched before the recent pandemic and kept the company afloat during a very difficult time.

- Implemented a comprehensive quality assurance code review process, resulting in a 40% reduction in post-launch issues and improved overall website stability.

Lead UX Developer
 April 2015 - 2019

- Spearheaded the creation of the first responsive self-storage website in the industry. Undertook the challenge of consolidating four separate websites into one cohesive platform resulting in a 20% increase in mobile conversions.

- Successfully implemented accessibility guidelines and standards, ensuring compliance with WCAG 2.0 AA requirements and improving the user experience for users with disabilities, resulting in positive user feedback and an expanded user base.

- Conducted A/B testing and data analysis to optimize user flows and conversion rates, resulting in a 20% increase in conversion rates and improved overall website performance.

Newsday, Melville, NY — **Lead UX Developer**
May 2012 - April 2015

- Spearheaded the UX development of an interactive project centered around Hurricane Sandy, which received recognition and a nomination for an Emmy award.

- Played a pivotal role in the successful development of News12.com, which achieved significant recognition and won the Cablefax Digital Award for Best Overall Website.

- Conceptualized an intuitive user experience for newsday.com. This endeavor was recognized when Newsday won the Press Club Visual Award for Best Overall Website.

< SKILLS >

UI/UX Design
Responsive Design
WCAG (AA)
A/B Testing (Optimize, VWO)
Adobe CS/Figma
Design Systems
HTML5
CSS/CSS3
jQuery

< ACCOLADES >

Press Club Visual Award — 2015
First Place Visual Homepage
Design - Newsday.com

Emmy Nomination — 2014
"Until Everyone Comes Home" -
Newsday.com

CableFAX Digital Award — 2014
Best Overall Website –
news12.com

Deadline Club Award — 2014
Best Mobile Application
Newsday iOS App

< PORTFOLIO >

rongriffo.com

< EDUCATION >

ITT Technical Institute,
Getzville, NY — *Associate's*
June 2007
Concentration in Web Design &
Development