



Justin Spegele

Digital PM, UX Research, UI Development / PDF Portfolio

Digital Project Management | UX Research | UI Development

Throughout my career, I have led projects focused on highly usable, engaging and effective websites and applications built with UX best practices and modern development frameworks.

I am a project manager, user experience designer, researcher, and front-end developer with experience designing and developing for enterprise organizations. I am able to manage projects efficiently while delivering great user experiences within enterprise environments with a user-centered design approach. I have led web development projects that focused on both internal and external customers, business requirements gathering and systems implementations, and led research and design projects, starting from user interviews and persona development, through design, development, testing and ongoing evaluation. I have also led development teams that designed and implemented user-centered solutions from project inception through development, testing, release and ongoing maintenance.

Please ask for references.

Education and Experience

2015 – 2019	CA Technologies, Sr Project Manager, UX & Technology
2011 – 2015	CA Technologies, Sr Project Manager, Operations
2010 – 2011	CA Technologies, Project Manager, Operations
2007 – 2010	CA Technologies, Web Developer
2006 – 2007	Pall Corporation, Web Technology Specialist
2002 – 2006	Siena College, School of Science

Certifications

Certified Scrum Master (CSM), Scrum Alliance

Technical Skills

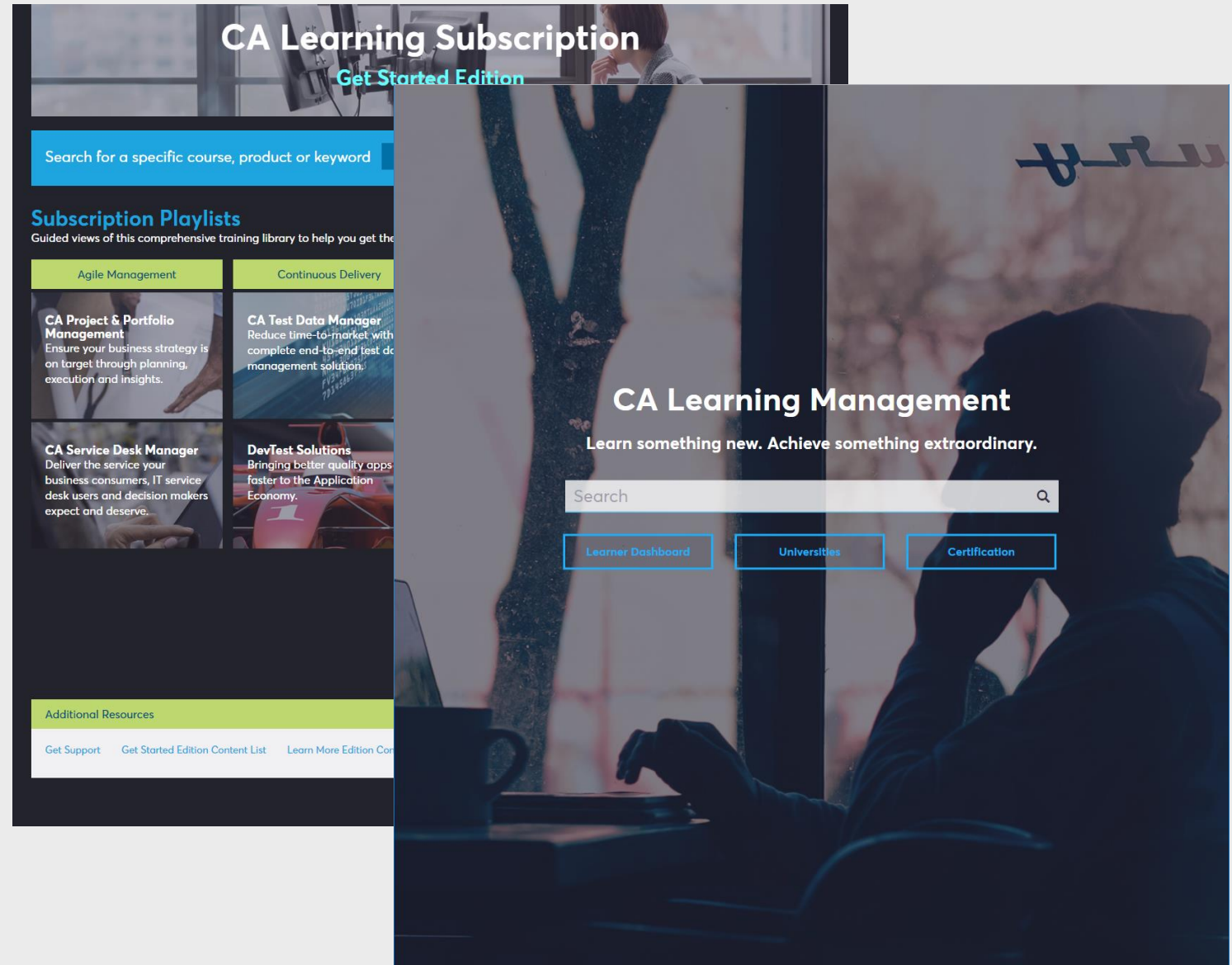
Agile PM Tools (CA Agile Central, Jira, Basecamp) • HTML5/XHTML/XML • CSS • JavaScript/Jquery • React.js, Node.js • Responsive Design • SEO • MySQL/PHP/ASP • Content Management Systems • Balsamiq, UXPin, Google Analytics, Adobe Creative Cloud, Visual Studio Code, Microsoft Word/Excel/Powerpoint

CA Technologies

in-house work

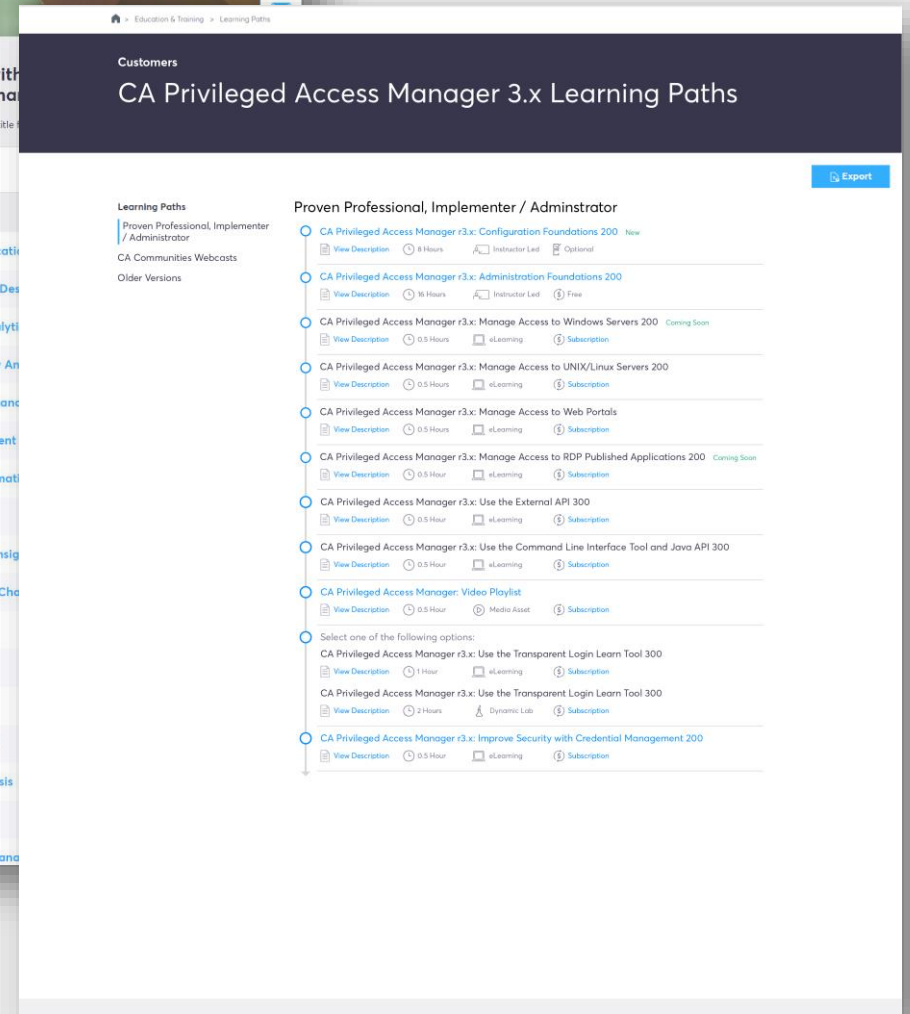
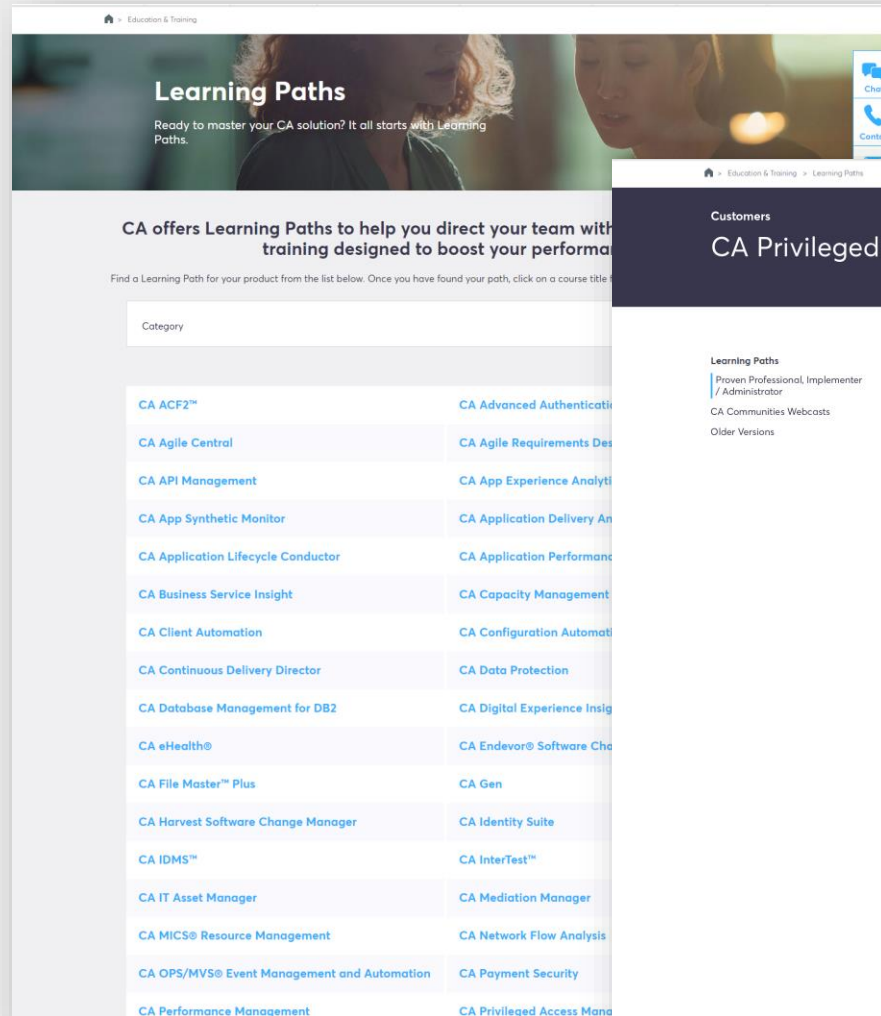
Customer Learning

With a learning subscription, customers receive access to thousands of courses...but where to begin? I was tasked with designing a clean interface to search or browse for content in an organized and meaningful way.



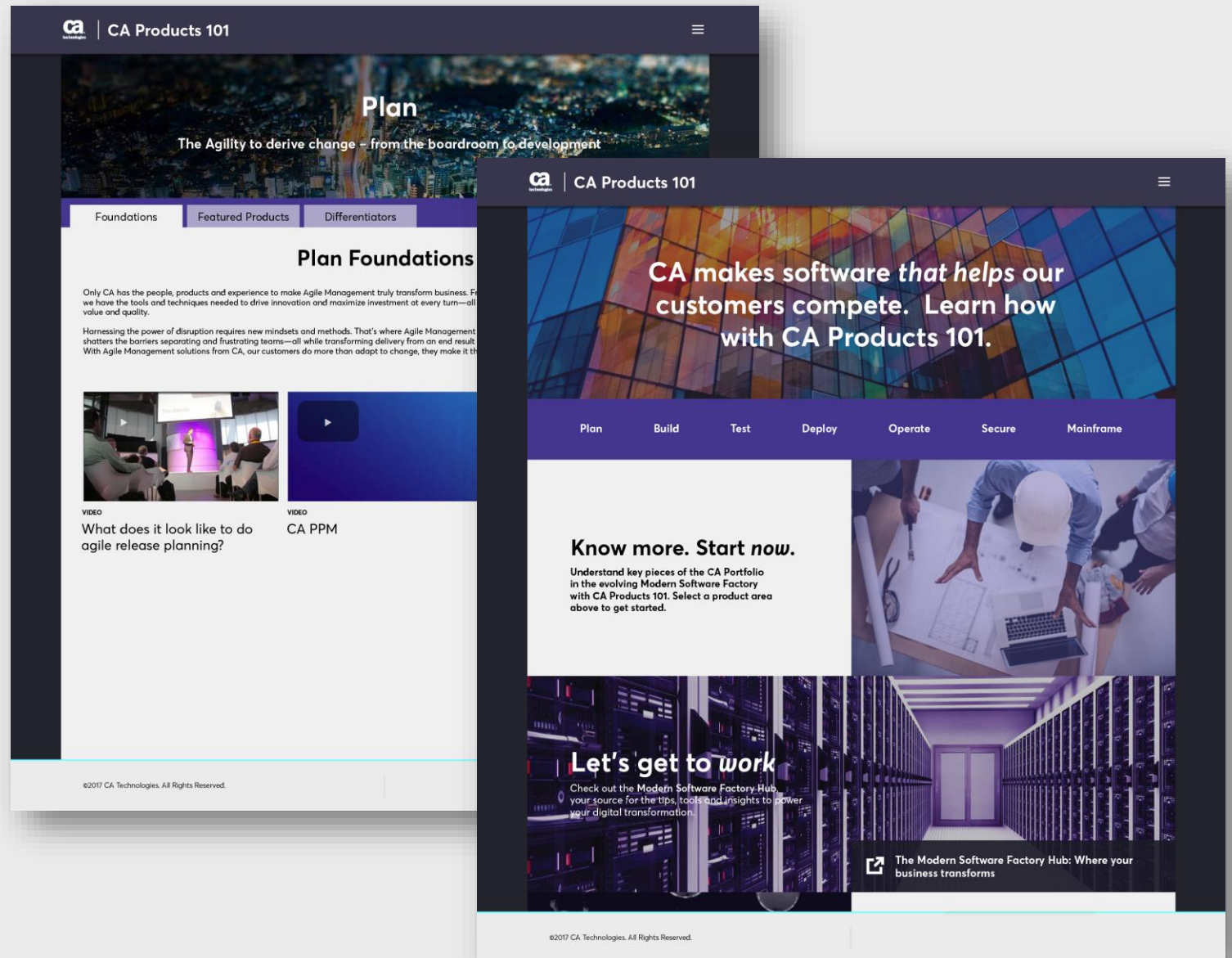
Dynamic Learning Paths

I designed this site to guide users through the process of finding, purchasing and consuming courseware. With thousands of courses available, many CA Education customers need a curated path to guide them through the specific training needs for their product and role. This tool is powered by a custom built admin tool, tracks user completions and integrated with a Magento storefront.



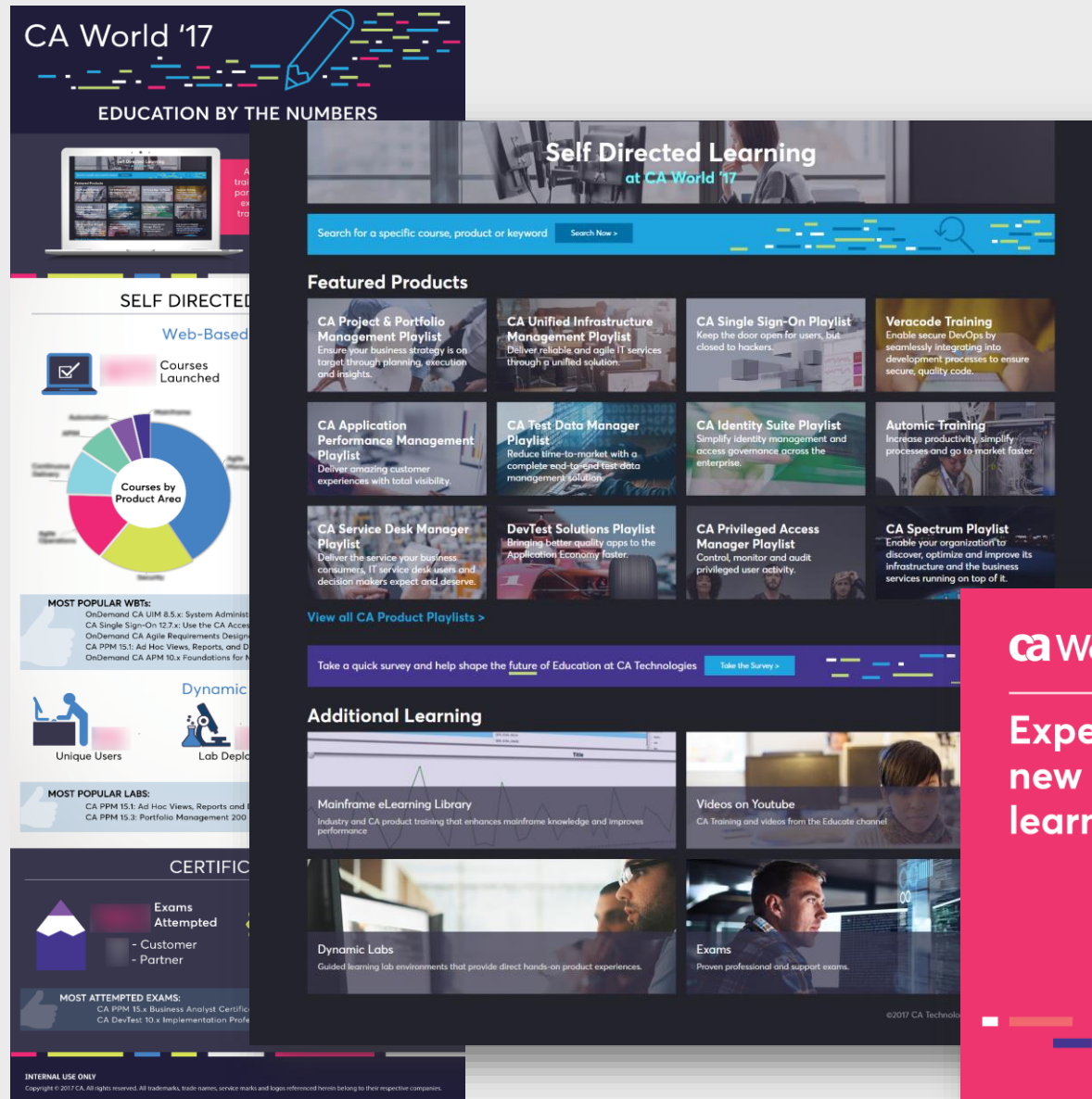
“Products 101” Online Course

Part of an initiative to train all employees on the basics of the company's core products, “Products 101” is an online training course that takes students through video tutorials, FAQs, elevator pitches and additional info to ensure that every employee can speak intelligently about the company's products. I designed and implemented this responsive UI, from mockup to HTML/CSS/jQuery code to testing and deployment.



"CA World" Hub

A central location for attendees of the company's annual user conference to find product information, training, testing resources and to ask questions online. I designed and built this iteration of the UI based on attendee interviews, using HTML5, CSS3, and jQuery. I was also created various external signage and internal infographics for the event.

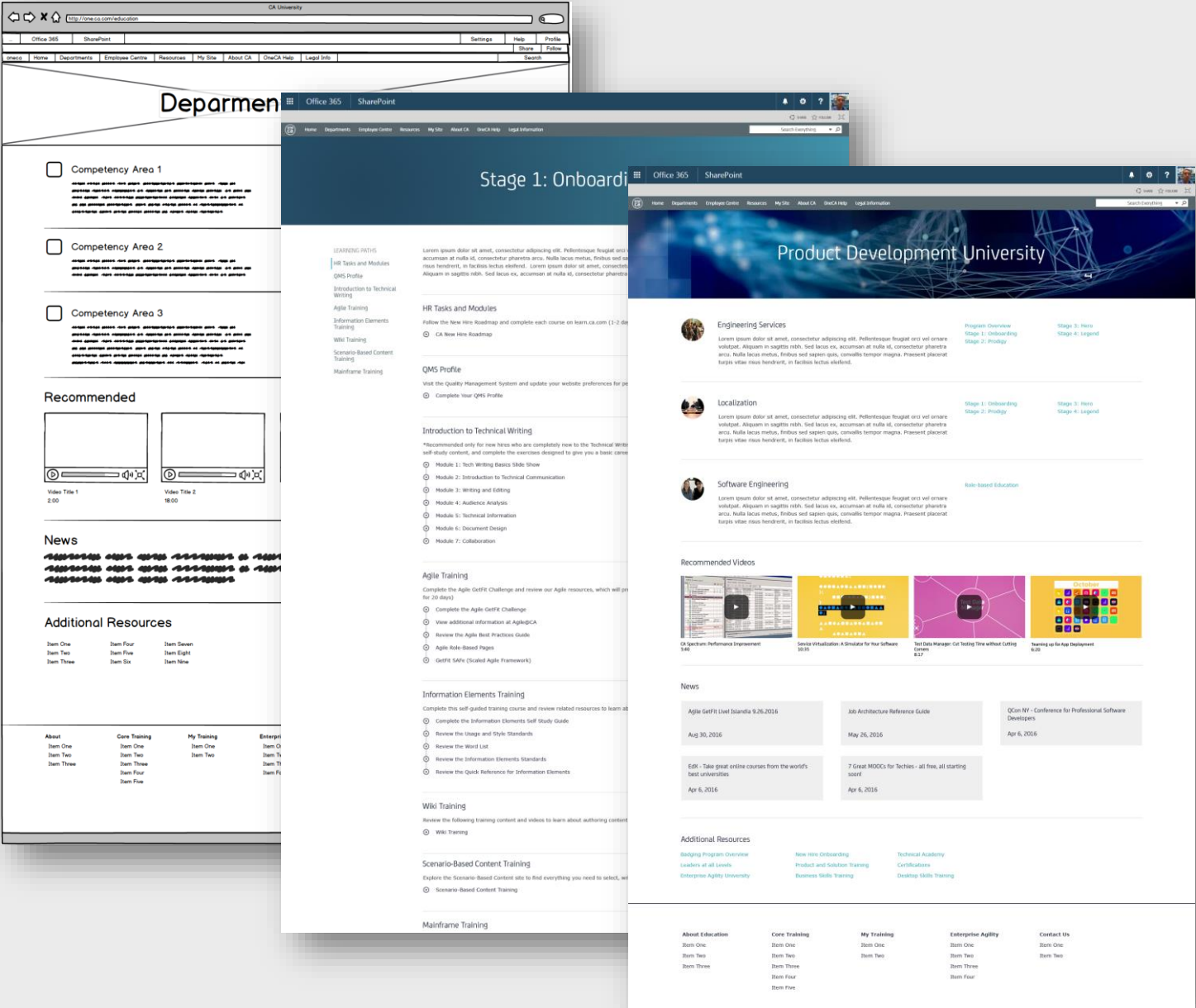


ca World '17

Experience our
new mobile
learning platform

Employee Universities

Central locations where company employees can find and consume training specific to their job needs. I built in SharePoint Online using jQuery to access RESTful web services to pull data from back-end lists and display the information in the front end view. This allows non-technical content owners to update their information quickly and easily with little training, removing a chokepoint to keeping content fresh for site users.



User Experience

Developer Dave

- ✓ Mobile App Developer
- ✓ Integrates CA solutions into custom mobile applications and platforms

I want to build my expertise in development methodologies used at CA.

Experience: 8 years programming/development
Good at: App development, mobile platform integration on ca.com
Company: Leading Media corporation
Market: Large Enterprise
Products: Multiple

Certification - T3

Goals

Needs

Triggers

Opportunities

Area of Most Impact

Level of Human Interaction Desired

Top Preferences

CA Education User Experience Summary

Outcomes

Gaps and Opportunities

High Level Experience Map

STAGES

- Researching
- Shopping
- Purchasing
- Consuming
- Post-Consuming

ACTIONS

- Research training paths, courses, delivery methods
- Select courses
- Review prices
- Create shopping cart
- Confirm selections
- Delivery Options
- Payment Options
- Review & Confirm
- Complete self-directed content
- Attend live events
- Evaluations and feedback
- Plan next steps

DOING

- Product pages & general site exploration
- Support pages & communities
- Products & product trials
- External search & communities
- Cancel/Change Request Support
- Self-Directed Learning
- Course Evaluation
- Communities

THINKING

- How do I find the right course?
- What is the right delivery method? Will I need to travel?
- How much time will I need?
- What is this going to cost?
- I need this training for my job/accreditation.
- Will this teach me what I need to know?
- I don't want to make the wrong choice.
- Is there any other activities I can add to my development plan?
- What are others taking and recommending?
- The course catalog is huge, it's hard to keep track of everything.
- Am I sure this is the content I need?
- Where can I get help if I have questions?
- What payment methods are accepted?
- Is this free for partners?
- Can I expedite this?
- Can I start this content now and complete it later?
- How can I clarify questions on this content?
- How much longer will this take to complete?
- Being able to complete this on my own time and at home is very convenient.
- I learn best through hands-on activities.
- How do I get my certificate?
- I still have questions that I need answers to.
- What courses are recommended next?
- I want to share my feedback on the course I completed.
- I don't know what content I should complete next.

FEELING

- Non-linear process, no time restrictions
- Non-linear process, time restricted
- Linear process, time restricted

Current Touchpoints

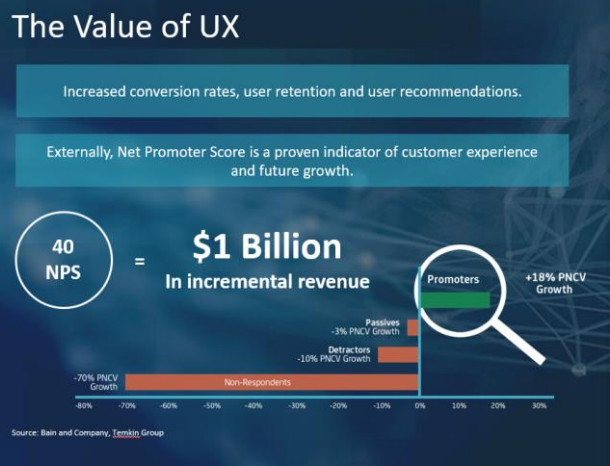
- Education Sites (CA.com, Workforce, LMS)
- Support Online
- Partner Portal
- Product Trials
- Sales
- Call Center
- Communities (LinkedIn, Facebook, etc.)
- Non-CA Channels

Recommended Next Courses

- How do I get my certificate?
- I still have questions that I need answers to.
- What courses are recommended next?
- I want to share my feedback on the course I completed.
- I don't know what content I should complete next.

UX Research, Personas, Metrics

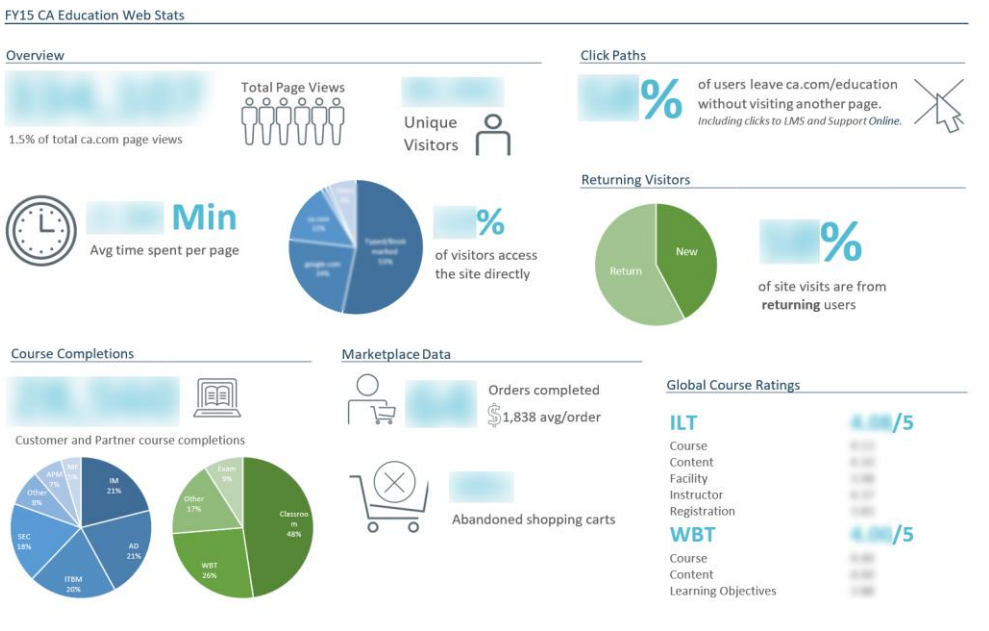
Ensuring a world class user experience for our customers was one of my core focuses with CA. I developed personas based on user interviews and data to ensure designs were targeted to solve real use cases, created experience maps and documented touchpoints to keep wireframing focused and monitored web metrics to provide a baseline and measure success from.



Education Buyer’s Journey

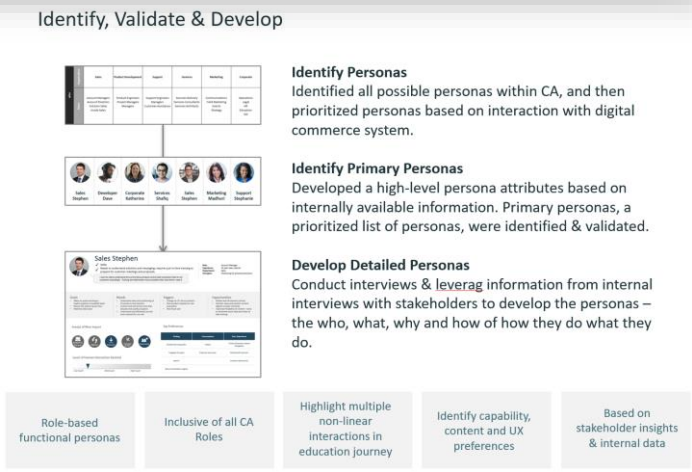
Upcoming Improvements

Area	Improvement	Priority	Due Date
CA.com/Education	Design refresh and content update	High	Aug-17
CA.com	Add “Training” to new top nav	High	Aug-18
CA.com/Products	Add training links to all relevant product pages	High	Aug-18
Marketplace	Improve search keywords and filters	High	Aug-18
CA.com/Education	Personalize content to support the buyer’s journey	High	Jan-19
CA.com/Education	Dynamic learning paths	High	Jan-19
CA.com/Education	Integration with Support and communities; Single place to search for “enablement” content	High	Jan-19
CA.com/Education	Integration with CA Wiki product documentation	High	Jan-19
Marketplace	Education integration with product trials	Medium	Jan-19
Marketplace	International marketplace offerings	Medium	Jan-19
LMS	Implement new platform for delivery of self-directed content	Medium	Jan-19
Marketplace	Predictive selling based on user search and consumption history	Medium	Jan-19
CA.com/Education	Live chat for instructor support during purchase process	Medium	Jan-19
Marketplace	Content rating functionality	Medium	Jan-19



Findings

I presented UX research findings regularly to all levels of the organization, incorporating feedback from all stakeholders and ensuring a clear understanding of how design decisions were made with user-centered focus.



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