

# Emily DiCesaro

Principle UX and Digital Designer

E: emily.dicesaro@gmail.com

T: 773-820-3620

W: www.emilydicesaro.com

## Summary

I am passionate about UX design and see it as an art form as well as a useful communication tool. I have an expert knowledge of Axure RP, Balsamiq, OmniGaffle, Sketch, the Adobe CC Suite (Experience Design, Photoshop, Illustrator, InDesign, Dreamweaver) HTML, and CSS. I also have classic Typography training which I draw upon in my designs. My recent projects have involved UX for dynamic websites, mobile applications, native apps, information architecture design, email campaigns, microsites, social media campaigns, and product demos. I am experienced with Agile and Waterfall methodologies.

## Experience

### Principle UX/UI Designer at Broadridge Financial

February 2015-Present

Working in an Agile environment with the Product Management team to research client needs and with those finding, develop user experiences for B to B applications. Responsibilities include designing experiences for native applications as well as responsive UX. Leading focus groups to facilitate a better understanding of our core customers, creating of low and hi fidelity wireframes and prototypes, acting as a liaison between the product and dev team to ensure the intended UX is carried throughout the development and QA period.

### Senior UX / Interactive Designer at Bridgeline Digital

November 2013 - January 2015

Responsible for designing the UX for a suite of eMarketing products. Working in an Agile environment, with R&D to weigh business with client needs and determine achievable requirements. Undertaking UX research by conducting client focus groups, documenting and implementing results into the high fidelity interactive wireframes. Creating usability studies and competitive analysis reports. Designing high fidelity wireframes and creating fully functional well designed pages. Working closely with our users to ensure the UX stays true to what our client base needs. Programs used: Axure, Photoshop, Illustrator, Dreamweaver, Microsoft Project

### Senior Digital UX / UI Designer at Nuveen Investments

November 2011 - November 2013

Lead Digital designer working within the eBusiness team. Responsible for designing rich interfaces for web and native applications, company websites, email/marketing campaigns and social media strategies. Helped in the launch of company re-branding and developed new brand standards guide. Ran concept discussions with project managers and stakeholders to determine user experience as well as a consistent look and feel. Mapped out user experiences with storyboards and slideshows taking into consideration information architecture. Created high fidelity wire-frames and mockups in Axure and Balsamiq. Wrote functional and design specs for the development team and conducted usability testing to improve UX design.

### Senior Front End Web / UX Designer at Monster Worldwide

November 2007 - August 2011

Responsible for all front end website design on Fastweb.com. Worked with sales and project managers to help develop the site and add new features and sections. Used a combination of html, css and flash to maintain and create pages and email campaigns.

## Education

### Edinburgh University

MSc, Design and Digital Media, 2004 - 2005

Activities and Societies: Elected class President

### Minneapolis College of Art and Design

Certificate of Completion, Typography and Design, 1997 - 1998

### St. Olaf College

BA, Studio Art / Graphic Design, 1994 - 1998

Activities and Societies: Studied at the Minneapolis College of Art and Design for a semester through a transfer program at St. Olaf. Also Studied Art History at University College Dublin.

## Specialities

I am looking for a position that will allow me to draw upon the UX design and digital media skills that I have and also challenge me to learn new aspects of digital UX design and interactive multimedia. I am not intimidated by new approaches or systems. I enjoy troubleshooting problems and finding creative solutions to challenges that arise.

### And a couple other things about me you may not know....

1. Elected 2004/2005 Design and Digital Media, MSc Class Representative.
2. Skilled in freehand drawing, painting and photographic composition.
3. Played the voice of an Orc in Lord of the Rings; Return of the King!