



# Emily DiCesaro

Senior Design Manager

## Summary

I mentor design teams to help them achieve their full potential. My experience extends to building global design teams and navigating the challenges that come with managing a team over multiple time zones. Team building is more than just bringing people together; it's about fostering a sense of unity, trust, and collaboration among individuals with diverse skills and backgrounds.

I'm looking for a position that will allow me to draw on my extensive experience in UX and AI design while challenging me to continue to grow as a design manager.

## Contact Details

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## Education

### ● Edinburgh University

MSc, Design and Digital Media

### Minneapolis College of Art & Design

Certificate of Completion, Typography and Design

### St. Olaf College

BA, Studio Art / Graphic Design

## Work Experience

### 2019-Present: Senior UX Design Manager: IBM

- Managing a global design team working on a suite of products focused on Environmental Intelligence
- Working with product team and executives to set the product roadmap and determine deadlines for deliverable
- Managing workflow through the design department and ensuring customer value by prioritizing continual user feedback.
- Defining and monitoring team metrics for success and relaying data to executives
- Integrating AI (WatsonX) into our products as a market differentiator
- Leading the UX for AI guild at IBM
- Co-wrote UX for AI Principles document to guide designer through the process of adding AI to their designs.

### 2015-2019: Principle UX/UI Designer: Broadridge Financial

- Work with the Product Management team
- Developed user experiences for B to B applications
- Designed experiences for native applications as well as responsive UX.
- Led focus groups
- Created of low and hi fidelity wireframes and prototypes
- Liaison between the product and dev team to ensure the intended UX is maintained through development and QA .

### 2013-2015: Senior UX / Interactice Designer: Bridgeline Digital

- Client facing designs for product development
- Created usability studies and competitive analysis reports.

### 2011-2013: Senior Digital UX/UI Designer: Nuveen Investments

- Re-branding and developed new brand guide
- Conducted usability testing and created customer advisory boards

## Highlights

Leading UX for AI guild within IBM and co-wrote the *UX for AI 10 Principles* guide

Presenter at UXPA on the role of AI in UX (2021, 2024)

Invitation to the Advisory Board - Women in Leadership, Pompea College of Business, University of New Haven