

# Marie Pitcherella, CXA

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## Attributes & Specializations

Low & High Fidelity Prototyping  
Interaction Design  
Wireframes & Task Flow Design  
Information Architecture  
User Research  
Mobile & Responsive Design  
Project Management

## Software & Languages

Axure  
Adobe Creative Suite  
Visio, Microsoft Office Suite  
HTML/CSS  
Javascript  
SQL

## Work Experience

**Capital One (ING Direct)** Wilmington, DE 5/2011 - Present

*Principal User Experience Designer, Research & Insights Design Team*

- ❖ Define UX and UI requirements with Development Teams and Business Owners on projects spanning multiple channels including the Desktop, Mobile & Tablet Websites, and Mobile Application.
- ❖ Design low and high fidelity interactive prototypes and mockups to gain stakeholder buy in, refine user scenarios, and support IT development.
- ❖ Lead qualitative in-person usability testing effort including defining testing goals, moderator guides, facilitating, develop appropriate stim, analyze results and coordinate recruiting.
- ❖ Maintain consistency across desktop and mobile systems via design patterns, knowledge share and enforcing style guides.
- ❖ Led Responsive Web Design initiative (2013), developing IA and template design to gain project funding & buy in. Led weekly live design reviews for project sign off and iterative feedback chain.

**Trellist** Wilmington, DE 1/2006 - 4/2011

*User Experience Design, Front End Designer, Project Manager*

- ❖ Cultivated relationships between Trellist and a leading national bridal retailer in a number of key roles including project manager, creative designer and content manager. Contributed and assisted in all aspects of a project's life cycle from proposal writing/quoting, workflow/wireframes, design, database administration, and QA.
- ❖ Designed User Paths and Page Layout for ecommerce shopping cart and checkout process. Integrated best practices and industry usability standards to develop wireframes to gain Senior VP buy in before proceeding with development.
- ❖ Established a standardized process for posting ecommerce products to web. and trained clients how to manage product inventory via custom CMS software developed by Trellist.
- ❖ Effectively managed one to three creative and technical resources for weekly and monthly projects.

**Philadelphia ACM SIG-CHI (PhillyCHI)** Philadelphia, PA 1/2013 - 1/2014

*Treasurer*

- ❖ Collected sponsorship fees and maintained Chapter's overall financial records.
- ❖ Established digital recordkeeping template to reduce subsequent treasurer's time commitment by 50%.
- ❖ Advocate UX awareness and promote involvement in activities via social media and within Capital One 360 organization across IT, Marketing and UX groups.

## Education & Certifications

### Human Factors International

9/2014

*Certified User Experience Analyst*

### Human Factors International

5/2014

*Certified Usability Analyst*

### The Art Institute of Philadelphia

Philadelphia, PA

7/2003 - 12/2005

*B.S. in Multimedia and Web Design (GPA 3.9/4.0)*

- ❖ Best Portfolio in Multimedia
- ❖ Best of Quarter Senior Project

### The Pennsylvania State University

University Park, PA

9/2000 - 5/2003

*Information Sciences & Technology, Integrative Arts*

- ❖ Elected Web Design Officer, 2001-2002 for undergraduate organization *Women in Information Sciences & Technology (WIST)*