

# MICHAEL RICCELLI

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## User Experience (UX) ♦ Web Design ♦ User Interface (UI)

Senior professional with 20+ years' experience weaving together multi-platform UX/UI strategies that produce a seamless, effortless user experience. Excel at developing experience-led visions by operating at the intersection of business strategies and user needs. Passion for leading UX/UI strategies with insights-based frameworks that inspire new feature innovation as well as incremental improvements. Strong project management skills grounded in Agile with a history of success overseeing multiple streams simultaneously, while delivering a cohesive customer experience.

### CORE COMPETENCIES:

Cross-Platform Experiences | Interactive Prototypes | Wireframes | User Journeys | Human-Centered Design Methods  
Concept Visualizations | Flow Charts | Style Guides | Test & Build | User Engagement | Agile & Kanban | Design Solutions  
Quantitative & Qualitative Research | Interface Design | Web Applications | Low-Fidelity Wireframing

### PROFESSIONAL EXPERIENCE

#### Oncology Nursing Society

2014 - Present

##### UX DESIGNER, WEB DEVELOPER

*Responsible for designing and developing UI/UX solutions to meet the business requirements for a professional association of more than 35,000 members committed to promoting excellence in oncology nursing and the transformation of cancer care.*

- Own the user experience vision and roadmaps used to develop compelling visual experiences and user solutions; partner with cross-functional resources to build excitement, a shared purpose, and to achieve organizational objectives
- Lead rapid prototyping sessions to create beautiful designs and mockups that enable a seamless experience for oncology nurses and their educational needs
- Establish best practices and maintain design systems in order to deliver customer-centric processes including measuring metrics related to design effectiveness, efficiency, and satisfaction
- Leverage Agile methodologies to solve technical challenges, manage resource conflicts, remove barriers, uphold high-performance standards and meet project commitments
- Create and maintain styling, themes, and templates for web pages and applications both inside and outside of CMS

#### Amber Products

2013 - 2014

##### SENIOR WEB, GRAPHIC DESIGNER

*Oversaw the design of all web-based marketing pieces for a company that develops spa and salon products, equipment, and treatments.*

- Established a unifying vision for the user experience across web-based assets including microsites (landing pages), email marketing, online advertising, and social media campaigns
- Delivered end-to-end user experience solutions for multiple products and platforms - from concepts, detailed wireframes, prototypes, to visual design comps, and detailed design specifications
- Project managed the wireframe process and mind mapping diagrams for new retail skincare website
- Maintained and analyzed website Google analytics and e-marketing Constant Contact analytics to effectively improve on the design and placement of content on web and email templates
- In charge of handling all front-end web updates; HTML, CSS, jQuery

#### Douglas Laboratories®

2000 - 2013

##### SENIOR WEB, GRAPHIC DESIGNER

*Designed marketing pieces for the web; websites, microsites (landing pages), website updates, email marketing, online advertising, and social media campaigns for a company that researches, develops and manufactures science-based, healthy aging supplements.*

- Led design session across project planning, ideation, selection of tools, design process, and concept explorations
- Performed user-centered design tasks such as use cases, site maps, flow diagrams, wireframes, and user interface documentation
- Project managed and designed all graphics for print while maintaining brand standards; corporate brand ads, corporate new product ads, marketing collateral, email marketing designs, tradeshow graphics and tradeshow/conference materials
- Managed and redesigned the corporate website utilizing an extensive wireframe process; consolidated all content and created a better user and shopping experience for both internal and external stakeholders
- Spearheaded the development of a new website and e-marketing campaign for new corporate brand launch
- Handled all front-end web updates; HTML, CSS, jQuery, in a ColdFusion environment, Photoshop, Illustrator and Fireworks

**CONSULTANT**

*Work with clients to develop innovative UX/UI applications to complement the business direction, build awareness and activate brands.*

- Manage the planning, design and implementation of websites, as well as marketing and social media campaigns
- Oversaw the complete wireframe process for National Enzyme Company including overhaul of information and site structure

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**EDUCATION & TECHNICAL**

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**Online Training**

*Continuing education to stay on top of the latest trends in design and technology. New technologies HTML5 and Responsive Web Design theory and latest graphic design trends.*

**LUMA Institute - Practitioner Certification of Human Centered Design (2021)**

*Six-week course, learned 10-14 human-centered design methods from the LUMA System, using real-world scenarios for hands-on learning of each method's activities and techniques.*

**General Assembly – UX Certificate (2020)**

*Fundamentals of becoming a full time UX Designer. Curriculum included UX Foundations, UI Foundations, Design and Iteration, and working with a Product Team and doing real world User Experience problem solving.*

**Bradford School, Pittsburgh, PA**

*Associates Degree (AD) - Studied Graphic Design, Marketing and Web Design*

**Technical**

*User Interface Design, Prototyping and Design Comping with Adobe XD, Angular JS, Javascript, Type Script, HTML, CSS, SASS, Adobe Illustrator, Adobe Photoshop, All Microsoft Products including Microsoft Teams, Agile and Kanban, Atlassian Jira, Git, Microsoft Azure, Figma*