

Michael Scarpiello

Senior User Experience Designer / Manager

CONTACT

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SKILLS

Methods

Wireframing

Prototyping

Interaction Design

Information Architecture

Site Maps and Flows

Research

User Interviews

Stakeholder Interviews

Contextual inquiry

Usability Testing

Competitive Analysis

Heuristic Evaluations

Use Cases

Card Sorting

Tools

Visio

OmniGraffle

OptimalSort

Axure

Invision

Adobe XD

Sketch

Figma

Zeplin

EXPERIENCE

Sears Holdings Corporation, *Experience Design Manager*

9/2016 – Present · Chicago, IL

- Direct and mentor project teams of developers, copywriters and visual designers in the creation of user-centric digital experiences for desktop, mWeb and apps.
- Build relationships within the UX team and collaborate with visual designers on complex projects focused on the cart and checkout process.
- Expand the team's knowledge, creativity, and critical thinking skills through participation in design critiques and iterative design work sessions.
- Champion the use of standards and patterns across platforms.
- Lead the UX effort on the One Page Checkout project and increased the conversion rate for completed checkouts by 13-15% on the desktop site, and by 3-5% on the mWeb site and apps.

Senior User Experience Designer

4/2014 – 9/2016 · Chicago, IL

- Managed the desktop, mWeb and app BOF (bottom of funnel) end-to-end checkout processes, including cart, payment, addresses, shipping methods, and order confirmation pages.
- Aligned with project managers, engineers, developers, and designers to translate business requirements into wireframes and prototypes for desktop, mWeb and app platforms.
- Collaborated with a team of UXAs on the Assurelink Connected Home (IOT) app
- Documented experiences in site maps, page flows, interaction models, specifications, and prototypes.

Salesforce, *Senior User Experience Architect*

6/2013 – 4/2014 · Chicago, IL

- Directed a team in designing the user experience across web and mobile platforms for major enterprise clients including Delta Airlines, Coke, and The Home Depot.
- Derived specifications from client materials, user stories, and business process review sessions.
- The Delta Airlines portal project secured Salesforce two additional projects from the client.

Digitas, *Lead Experience Designer*

6/2011 – 6/2013 · Chicago, IL

- Participated in client discovery sessions and assisted in defining business requirements and facilitated usability evaluations through paper prototypes, interviews, surveys and usability testing.
- Created wireframes, user flows, and clickable prototypes for clients such as Allstate, KitchdAid, Miller-Coors, and Whirlpool.

EDUCATION

DePaul University, M.S in Human-Computer Interaction, *GPA 3.9 / 4.0*

Bowling Green State University, B.S. in Education