

# Mike Scarpiello

## Senior User Experience Designer / UX Researcher

### CONTACT

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### SKILLS

#### Methods

Wireframing

Prototyping

Interaction Design

Information Architecture

Site Maps and Flows

UX Writing

#### Research

User Interviews

Stakeholder Interviews

Contextual inquiry

Usability Testing

Competitive Analysis

Heuristic Evaluations

Use Cases

Card Sorting

#### Tools

Figma

Axure

Adobe XD

Sketch

Visio

OmniGraffle

InVision

### EXPERIENCE

#### Foot Locker, Senior User Experience Designer

7/2020 – Present · Chicago, IL

- Translate user needs and product requirements into conceptual diagrams, user flows, sketches, wireframes, and prototypes.
- Develop sound UX deliverables based on customer needs, task analysis, personas, user scenarios and business use cases.
- Collaborate with UX and UI team members, product owners, and developers to translate business needs and product requirements in usable experiences.
- Currently supporting the Cart and Checkout, Search. And Loyalty PODS

#### Sears Holdings Corporation, Experience Design Manager

9/2016 – 4/2020

- 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.
- 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.
- 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.

Additional job experience at <https://www.linkedin.com/in/mikescarpiello/>

### EDUCATION

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

Bowling Green State University, B.S. in Education