

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

FigJam

Miro

Axure

Adobe XD

Sketch

InVision

EXPERIENCE

Foot Locker, Senior User Experience Designer

6/2020 – 6/2024 • Chicago, IL

- Translated user needs and product requirements into conceptual diagrams, user flows, sketches, wireframes, and prototypes
- Developed sound UX deliverables based on customer needs, task analysis, personas, user scenarios and business use cases
- Collaborated with UX and UI team members, product owners, and developers to translate business needs and product requirements in usable experiences
- Supported the Cart and Checkout, Search, and Loyalty Pods
- Collaborated with the research team on surveys and user testing scenarios

Sears Holdings Corporation, Experience Design Manager

9/2016 – 4/2020

- Directed and mentored project teams of developers, copywriters, and visual designers in the creation of user-centric digital experiences for desktop, mobile web, and apps
- Built relationships within the UX team and collaborated 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 mobile web site and apps

Senior User Experience Designer

4/2014 – 9/2016 • Chicago, IL

- Managed the desktop, mobile web and app 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
- 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
- Completed a Delta Airlines portal project that secured Salesforce two additional projects from the client

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

EDUCATION

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