

Michael Scarpiello

Senior User Experience Architect / Manager

CONTACT

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(773) 817-2133

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

Personas

Use Cases

Card Sorting

Tools

Visio

OmniGraffle

Axure

InVision

OptimalSort

Sketch

EXPERIENCE

Sears Holdings Corporation, Manager – Experience Design

9/16 - Present · Chicago, IL

Manage projects utilizing a multidisciplinary team of developers, copywriters and visual designers. Maintain a strong focus on improving the user experience within the checkout flow, which includes the Cart, Shipping, Payment, Order Review, and Order Confirmation pages. Manage and mentor a team of two - four User Experience Architects.

Sears Holdings Corporation, Senior User Experience Architect

4/14 – 9/16 · Chicago, IL

Turned business requirements into solutions. Responsible for the mobile web and app BOF (bottom of funnel) end-to-end checkout process. Documented experiences with site maps, page flows, interaction models. Worked with a team of project managers, engineers, developers, and designers to bring projects to completion.

Salesforce, Senior User Experience Architect

6/13 – 4/14 · Chicago, IL

Provided leadership and direction designing the user experience across web and mobile platforms. Lead group workshops to come up with user goals and user personas. Created workflows and wireframes using Axure and OmniGraffle. Clients included Delta Airlines, Coke and Home Depot.

Digitas, Lead Experience Designer

6/11 – 6/13 · Chicago, IL

Performed primary and secondary research on competitive websites, existing web initiatives, past web projects and consumer research. Created wireframes, site maps and detailed user flows with OmniGraffle and Visio. Clients included Emerson, KitchenAid and JennAir.

Acquity Group, User Experience Architect

12/09 – 6/11 · Chicago, IL

Defined complex interactions via wireframes, content inventories, mockups, and interaction notes as well as paper and interactive prototypes. Planned, facilitated and managed usability evaluations through usability tests, questionnaires, and stakeholder interviews. Clients included BMW, Allstate and DXL for Men.

EDUCATION

DePaul University, Master's Degree in Human-Computer Interaction

GPA 3.9 / 4.0

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