Ronald Cianfaglione (chan-fa-lee-own-eh)

UX Design Leader I Strategy ▪ UX Architecture ▪ UX Design ▪ UX Research

917-698-1018
ron@dbdma.com
www.dbdma.com/rc

SKILLS

UX Desktop, Web, Mobile Design

Design Management

Design Thinker (LUMA Certified)

Lean UX process

Wireframes

User Research

Prototypes

Accessibility (IxDF Certified)

TOOLS

Axure

Balsamiq

Figma

Illustrator

InDesign

Photoshop

Sketch

UserTesting.com

UserZoom

Perpetually curious **Experience Design Leader** solving complex problems creating outstanding user experiences across mobile, web, and digital channels. Domain knowledge across logistics, financial, medical, and consumer products. **Collaborative team player** with excellent interpersonal and communication skills. **Management of design solutions** from concepts to release.

Stamford, CT 5/2015 - Present

Pitney Bowes - Global User Experience
Global eCommerce provider of shipping and mailing products.

LEAD UX RESEARCHER/DESIGNER
Lead research activities for SMB Business unit, and design lead for SendPro Tablet soluition. Applied Lean UX approach aligned with Design Thinking activities including cross-functional workshops, user personas, user journey maps, wiresframes, and rapid prototyping. Initiated ResearchOps approach to scale research across projects.

Research
- Conduct quantitative and qualitative research activities
- Lead cross-functional field research sessions
- Summarize and share actionable insights

Interaction Design
- Translate product requirements into product solutions
- Create design solutions with sketches, wireframes, and interactive prototypes
- Apply and inform Pitney Bowes Design System guidelines and patterns

Austin, TX 6/2013 - 5/2015

IBM Design
Global design division for multinational technology and consulting corporation.

TEAM LEAD/UX MANAGER
Manage, mentor and lead product teams for Enterprise Social Solutions (ESS), cloud-based collaboration portfolio, including email, instant messaging, meetings and files. Apply agile lean UX approaches to create an environment for constant collaborative learning.

Leadership
- Lead application of IBM Design Thinking approach across ESS portfolio solutions
- Mentored and managed 9 member multidiscipline design team
- Lead strategic direction for innovative disruptive IBM Verse messaging and Admin migration to cloud solutions

Direction
- Lead design workshops sessions/activities for team alignment and direction
- Coordinated communication and activities across web and mobile teams
- Established combination of qualitative and quantitative research activities/outcomes

New York, NY 7/2011 - 5/2013

SecondMarket
Market providing company management of communications, liquidity, and capital raises.

SENIOR INTERACTION DESIGNER
Interaction design lead for Trading Team project. Agile cross-functional team product approach to discovery, requirements definition and development of user experience solutions.

Leadership
- Lead discovery sessions to inform persona development
- Integrate and measure UX activities within Agile process
- Mentor team members on UX best practices

Interaction Design
- Coordinate research activities - testing hypothesis and product solution
- Define research-based UX insights and design patterns
- Illustrate design solution with sketches, wireframes, or interactive prototype

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White Plains, NY 10/2008 - 6/2011

Misys

Enterprise software developer for banking, investment and healthcare businesses.

SENIOR INTERACTION DESIGNER

Interaction design lead for Treasury Capital Markets (TCM) projects. Multi-discipline team approach to definition and implementation of user experience solutions.

Leadership

- Translate business goals into a design strategy, and user requirements
- Collaborate on defining strategic UX direction, and identify design patterns
- Facilitate collaborative team environment across interaction, research, and visual design

Interaction Design

- Create design proposals, and planning, establishing client expectations
- Provide UX insights and design expertise across business programs and projects
- Define UX process integrating design activities into Agile process

Implementation

- Coordinate with research resources to define problem and inform solutions
- Collaborate with strategic partners on workflows, technical feasibility, legacy solutions
- Create appropriate fidelity models and prototypes to convey design solution

Norwalk, CT 11/2007 - 9/2008

Digitas

Digital design agency providing integrated services across advertising, print and applications.

LEAD INTERACTION DESIGNER

Lead interaction design for client projects, and proposals. Collaborate with internal and external teams to formulate end-end user experience solutions.

Leadership

- Lead design discussions, generating user-centered solutions across business channels
- Architect user experience design strategy, and define best practices
- Create design schedule aligned to project deliverables

Interaction Design

- Collaborate across multi-discipline teams defining research efforts and applying insights
- Provide interaction design expertise for projects and new business proposals
- Review process and research tools for rapid interaction development

EDUCATION

Remote 5/2021

Certified - Accessibility: How to Design for All, The Interaction Design Foundation (IxDF)

Shelton, CT 4/2019

Certified Design Thinking Practitioner, LUMA Institute

Norwalk, CT 11/2011

User Experience Boot Camp, Bentley University

New York, NY 05/2002

Master of Professional Studies (MPS), Tisch School of the Arts, ITP, NYU

New York, NY 05/1990

Bachelor of Fine Art (BFA), Graphic Design, School of Visual Arts

https://www.linkedin.com/in/ron-cianfaglione-2760633

References and samples are available on request