Leo Primero

Freelance UX/UI Designer

Edison, New Jersey, United States

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SUMMARY

I seek to use my Freelance UX/UI/Web designing skills to further any client product. I am a detail-oriented team player with strong organizational skills. I can handle multiple projects simultaneously with high accuracy and a positive attitude. I can start a project from scratch, do user research, create mockups, test with users, iterate designs, and hand off designs to developers.

SKILLS

Adobe Creative Cloud, Adobe XD, Agile Methodology, Best Practices, Business Requirements, Detail-Oriented, Documentation, Figma, Google Analytics, High Accuracy, HR Portal, InDesign, Information Architecture, Metrics, Mock-Ups, Organizational Skills, Photoshop, Product Support, Scrum, SharePoint Portal, Team Player, UI Design, Usability, Usability Studies, Usability Testing, User Experience, User Experience Design, User Interface, User Interface Design, User Research, UX Visual Design, Visio, Visualization, Web Design, Wireframes

PROFESSIONAL EXPERIENCE

1STWEBS SERVICES – Edison NJ
Freelance Principal Consultant/Lead Designer/Developer, 06/2000 - Current
* Manage a small group of consultants who aim to bring the most economical package to corporate business clients, leading to their successful internet presence.
* Create corporate websites (internet or intranet portals) from scratch using a User-Centered Design approach.
* Study business requirements, meet with stakeholders, and develop business goals
* Brainstorm design concepts, develop screen flows and navigation concepts, create prototypes, conduct usability testing, and document standards and guidelines.
* Provide maintenance and update of site contents to clients.
* Maximize Google Analytics to optimize client sites to become search and user-friendly.

COGNIZANT – Bridgewater NJ
Product (UX/UI) Design Manager, 10/2011 - Current
* Develops strategic research program and directs user experience validation and testing.
* Plans, schedules, and conducts usability tests, including defining the recruiting criteria.
* Write post-study reports and present findings to respective stakeholders and subject matter experts.
* Conducts usability testing and post-deployment evaluations to measure user experience success.
* Integrates findings into meaningful recommendations.
* Creates wireframes, screen-flow diagrams, and UI spec documentation.
* Provides direction on iterations of mockups/wireframes/prototypes.
* Collaborates with product owners and other design team members to define research goals and prioritize requirements.
* Utilizes usability studies data to identify opportunities to improve user experience described in actionable results.
* Uses site analytics and metrics to define and monitor success.
* Take an active role in defining methodologies and reporting requirements.
* Acts as the conscience and voice of the user to help us create products that meet our user's needs.

TRAVELCLICK – New York City
Senior User Interface Developer, 08/2011 - 10/2011
* Responsible for ensuring that the web-based products built by TravelClick meet all necessary qualifications of the industry's most advanced engine that increases conversion, provides an excellent user experience, and can be deployed across multiple environments.

SECONDMARKET – New York City
Senior User Interface Designer / User Experience Designer II, 02/2009 – 07/2011
* Improved the usability, usefulness, and desirability of SecondMarket's interactive web-based financial trading systems using a user-centered design approach.
* Conducted user interviews and workshops to collect, document, and communicate requirements using visualization techniques.
* Performed Usability Testing to assess design with users to see if it meets its intended purpose.
* Applied knowledge of cognitive processes, including web analytics, to simplify the user interface to increase usability, efficiency, and effectiveness.
* Applied Google Analytics for content analysis to understand which parts of the website are performing well and which pages are most popular to create a better customer experience.
* Provided wireframes, visual design comps, and screen specifications based on user requirements using Visio, InDesign, and PhotoShop.

LOGICAL DESIGN SOLUTIONS – Morristown, NJ
Consultant, User Experience, 06/2008 – 12/2008
* Primarily consulted with external clients and internal stakeholders:
1. Valero – took the user experience lead in designing the HR portal project; translated user requirements to Information Architecture (IA), Site Maps, and individual Wireframe specifications using Visio.
2. Colgate – performed the expert review and heuristic analysis to include web analytics of Colgate's internal employee's "eBuy" portal; made recommendations using eCommerce best practices to help redesign and make more effective their employee portal more.
3. Schering-Plough – analyzed the usability of similar competitive sites vs. Asmanex.com; gathered data on how product-related information must be organized, presented, or accessed in the Child vs. Adult content.
4. LDS SharePoint Portal – took the UX lead in designing the information architecture and creation of the Portal Design Standards document that elaborated page patterns, listing common component functionalities, component sizing, and current article set definitions, asset link handling, and list of needed for implementation to include web analytics to improve usability.

FISERV – Jersey City, NJ
Senior Web Designer/Developer/User Interface Specialist, 01/2001 – 06/2008
* Took the lead in web designing, developing, and maintaining the CIS intranet product support sites in the enterprise-wide portal environment; implemented Oracle (formerly Stellent) UCM.
* Gathered the business requirements and utilized web analytics to design the Oracle UCM portals.
* Collaborated content from different contributors (Business Analysts, Product Managers, Product Strategists, and Technical Writers.

EDUCATION

Doctor of Philosophy in Organizational Leadership, Business Administration and Management (2017-2023)
National University, Los Angeles, CA 90045
GPA 3.92 | Activities and societies: Omega Nu Lambda Psi Chi National Society of Leadership and Success

Master of Science in Human-Computer Interaction, User Experience/Usability (2013-2017)
DePaul University, Chicago, IL 60614
GPA 3.96 | Activities and Societies: Member, Phi Kappa Phi Honor Society

Master of Science Professional & Technical Communication, User-Centered Design (2004-2008)
New Jersey Institute of Technology, Newark, NJ 07102
GPA 4.00 | Activities and Societies: Member, Alpha Epsilon Lambda Honor Society

SKILLS

Adobe Creative Cloud, Adobe XD, Agile Methodology, Best Practices, Business Requirements, Detail-Oriented, Documentation, Figma, Google Analytics, High Accuracy, HR Portal, InDesign, Information Architecture, Metrics, Mock-Ups, Organizational Skills, Photoshop, Product Support, Scrum, SharePoint Portal, Team Player, UI Design, Usability, Usability Studies, Usability Testing, User Experience, User Experience Design, User Interface, User Interface Design, User Research, UX Visual Design, Visio, Visualization, Web Design, Wireframes