

Leo Primero

Product (UX/UI) Design Manager

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SUMMARY

Detail-oriented team player with strong organizational skills. Ability to handle multiple projects simultaneously with high accuracy and a positive attitude. Willingness to take on added responsibilities to meet corporate goals.

WORK EXPERIENCE

October 2011-Current

Product (UX/UI) Design Manager

🏢 COGNIZANT

📍 Bridgewater, New Jersey, United States

- * 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 mock-ups/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.

August 2011-October 2011

Senior User Interface Developer

🏢 TRAVELCLICK


📍 New York, United States

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.

February 2009-July 2011

Senior User Interface Designer / User Experience Designer II

SECONDMARKET

 New York, United States

- * 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.

June 2008-December 2008

Consultant

LOGICAL DESIGN SOLUTIONS

 Morristown, New Jersey, United States

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.

January 2001-June 2008

Senior Web Designer/Developer/User Interface Specialist

FISERV

 Jersey City, New Jersey, United States

- * 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

2017-2023

Doctor of Philosophy in Organizational Leadership

🏠 National University

📍 Los Angeles, California, United States

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

- Leadership, Business Administration and Management

2013-2017

Master of Science in Human-Computer Interaction

🏠 DePaul University

📍 Chicago, Illinois, United States

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

- User Experience/Usability

2004-2008

Master of Science

🏠 New Jersey Institute of Technology

📍 Newark, New Jersey, United States

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

- Technical Communication, User-Centered Design

SKILLS

Usability Studies Usability Testing User Interface Design User Research Mock-Ups Wireframes
UI Design User Experience Design UX Visual Design Visualization Information Architecture Usability
User Interface Agile Agile Methodology Scrum Sharepoint Sharepoint Portal WEB Based Visio
Google Analytics User Experience Product Support Best Practices Metrics Documentation Detail-
Oriented High Accuracy Organizational Skills Team Player Business Requirements Indesign
Photoshop HR Portal Translated