

Principal Lead User Experience Product Designer

Exceptional professional and team player with +15 years of experience designing and prototyping creative concepts utilizing interactive hardware and software platforms.

Portfolio

General Portfolio (Web)

portfolio.ynodesigns.com

General Portfolio (PDF)

ynodesigns.com/portfolio21.pdf

Interactive Prototype

ynodesigns.com/portfolio/cedossier/dossier.mp4

Adept at crafting creative and friendly designs for key product launches across mobile and web sectors such as Financial, Investment Banking, Blockchain, Artificial Intelligence (ML, NLP, Big Data), Credit, Healthcare, and E-commerce/Fashion. Detail-oriented, capable of effectively collaborating with product managers, executives, and brand marketing stakeholders. Proven history assisting management in company hiring processes, as well as assuming leadership roles on multiple projects. Proven ability constructing prototypes for company products utilizing advanced programming languages. Well-versed communicator, able to collaborate within development teams to deliver customer facing products. Driving entrepreneur of several real estate properties, an entertainment production company and other ventures.

Areas of Expertise

- UX/UI Desktop and Mobile Research and Design
- Adobe Creative Suite
- Figma
- Sketch
- Balsamiq
- WCAG Accessibility 2.1 (WebAIM Trained)
- HTML/HTML5
- CSS/CSS3/SASS/SCSS/LESS
- WordPress, PHP
- Twitter Bootstrap, Tailwind
- Java, Ruby on Rails
- JavaScript, React, Angular
- jQuery
- Pug
- Node JS, Grunt, NPM, LESS
- Python, Perl & Unix
- Oracle SQL & MySQL
- C++

Accomplishments

- Lead review meetings for complex financial (i.e. Mutual Funds, Tax, ProxyVote) applications contributing to roughly \$2B in revenue.
- Conducted user research for a clothing brand transforming 200 responses into 32,000 from organic shares.
- Administered user centered design methodologies to create efficient UX solutions combining multiple functionalities into one primary system.

Career Experience

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Principal Lead User Experience Designer, Morgan Stanley, New York, NY

April 2021 – Present

At Morgan Stanley I craft and deliver original designs and prototypes for very large complex enterprise applications catering to internal agents, investment financial advisors, and clients seeking to have the most optimal experience while adhering to the design systems and W3C/WCAG accessibility guidelines. I utilize my strong collaboration skills to come up with UX Strategies that include interviewing end users, stakeholders and product managers to develop and finalize designs while analyzing key business metrics to meet timelines. I lead end to end process of projects from UX discovery and research, analysis, providing UX timelines, user testing, and delivering final prototype for development. I've created designs and prototypes on all application structures utilizing modern design tools such as Figma, Adobe Creative Suite, Sketch and Invision.

- Greatly optimized the time, speed and easiness at which internal user agents resolve client access issues and process billing
- Contributing to the UX Research/Strategy and Design of a new Customer Relationship Management system for HR globally
- Architected and managed team members to build a design system from the ground up for HR Applications
- Contributing to an innovative Artificial Intelligent and Human based chatbot for E-trade

Principal Lead UX Product Designer, Architect and Developer, YNO Designs LLC, Brooklyn, NY

August 2008 – Present

Facilitate business meetings with key stakeholders, contributors, and technical experts to gather vital data for revenue projections. Conduct interviews from potential users to collect technical and non-technical analytics. Administered user research to evaluate competition in the marketplace. Generate business and user workflows. Collaborate with stakeholders, developers, and team members to calculate costs, estimates, resources, feasibility, and project risk and completion timelines. Fashioned designs on all application structures utilizing modern design tools such as Adobe Creative Suite, Figma, and Balsamiq while adhering to the W3C/WCAG accessibility guidelines. Conceive various mobile and desktop prototypes using invsion and the programming languages HTML, HTML5, CSS, JavaScript, jQuery, Bootstrap library, PHP, Node, JS with NPM and Grunt, and Preprocess LESS style sheets. Devised a system and built key relationships between stakeholders and developers to reduce the amount of time spent on ensuring appropriate expectations were met on various projects.

- Analyzed user research metrics for a clothing brand converting 200 responses into 32,000 organic shares.
- Successfully created wireframes, sitemaps, and functional requirements improving user interface.
- Conceptualized a strategy to gather user data by integrating Mailchimp and Google Analytics with specified platforms.

Senior Product/UX/UI Designer, Consumer Edge Research, New York, NY

January 2020 – January 2021

Crafted and delivered original designs, prototypes, and assets for products ranging from web and mobile applications, websites emails, and advertisements while adhering to the W3C/WCAG accessibility guidelines. Interviewed company experts gathering and analyzing business, success metrics and user requirements. Collaborated and interviewed stakeholders and product managers to develop and finalize designs while analyzing key business metrics. Lead meetings for experience discovery, user analysis, and building workflow requirements ensuring UI translates well to development.

- Devised a system and built key relationships between stakeholders and developers to reduce the amount of time spent on ensuring appropriate expectations were met on various projects.
- Revamped company data analysis applications utilized by Hedge Funds, investors, and enterprise corporations to evaluate user behavior and spending habits leveraging Machine Learning.
- Streamlined innovative branding strategies for applications to improve client experience.
- Designed backend experience for Data Scientists/Engineers and Developers to work more efficiently

Senior Product/UX/UI Designer, Broadridge Financial Solutions, Edgewood, NY

July 2016 – January 2020

Designed screen mock-ups, user flow, and prototypes to communicate original designs. Collaborated with inner department teams conceptualizing design context strategies to solve solutions. Directed lunch and learns on W3C/WCAG accessibility guidelines while producing innovative designs and prototypes. Preserved all works on newly designed dashboards enhancing user experience.

- Managed Designers and Front End Developers involved in projects in scope
- Managed company sponsored Design and Development interns
- Successfully lead review meetings for complex financial applications (i.e. Mutual Funds, Tax) generating \$2-6B in company earnings.
- Conceptualized and enhanced new designs shared throughout mutual funds, TA, and shareholder emails that increased revenue for the company in 2017 and 2018.
- Saved development cost on numerous applications by at least 30% by creating a centralized style guide based upon a custom Bootstrap framework.

Lead UX/UI Designer/Developer and B.S. Analyst, Sandata Technologies, Port Washington, NY

May 2015 – July 2016

Created complex mobile and web applications for the healthcare sector while designing the entire UI elements, user flows, wireframes, storyboards and comps with Adobe Creative Suite and Google Draw.io. Frequently interviewed business stakeholders and company experts to extract and analyze key data and metrics. Devised essential Test Plans and Strategies with Quality Assurance Teams to ensure requirements are being implemented and designs follow the W3C/WCAG, ADA Accessibility guidelines.

- Administered user centered design methodologies to create efficient UX solutions combining multiple functionalities into one primary system.
- Constructed a modular and adaptable Bootstrap based SCSS style framework for various applications.
- Designed the company's first ever tablet application for nurses to use to record patient assessments.

Additional Experiences

Web Developer and UX/UI Designer, Webserves.org, 2014 – 2015

Education

Bachelors of Arts in Computer Science with User Experience Design, 2015

Hunter College, The City University Of New York, NY

Audio Engineering and Music Production, 2010

Institute of Audio Research, New York, NY

Associate of Applied Science in Computer Science, Dean's List, 2009

New York City College of Technology, The City University Of New York, NY