

Professional Profile

Highly creative and multi-talented user experience professional with expertise in Web and mobile platforms, information architecture, usability, branding, and human factors. Skilled in understanding client requirements and translating them into user-friendly Web and mobile designs by using extensive design and technical abilities. Excellent written and verbal communicator.

Employment

ALIGHT SOLUTIONS (formerly Aon Hewitt) – Lincolnshire, IL
User Experience Architect

2012 – 2020

- Translated business requirements into innovative solutions as part of a multi-functional team (including business sponsors, domain leaders, business and technical analysts, user interface designers and developers, and usability specialists).
- Enhanced Alight's Web and mobile products by creating usable information architecture, creating customer journeys, understanding user and client goals, as well as leading "design thinking" sessions.
- Ensured the team adhered to customer experience and user interface design standards by guiding the design, prototyping, and usability testing efforts. Participated in post-launch activities by evaluating the customer experience and translating the results into product improvements.
- Redesigned Dependent Verification Center, which achieved operational improvements after three months of going live, including 16% less call volume, 13% less documents received, and 17% less repeat calls.
- Improved the Alight HR mobile app by bringing in new functionality, enhancing the overall user experience, and giving it a fresh look and feel. Added promotional feeds to keep users up-to-date on important action items, site features, and important topics; re-skinned the app, giving it a fresh, modern look and feel; added a robust help section which includes trending topics, "Ask Lisa" (an intelligent virtual assistant), and appointment scheduling.
- Built content management system for Alight's HR website, allowing client teams and clients to add and modify information on the site.
- Created the information architecture, branding, and design of several content pages for Alight's Smart-Choice Accounts, the company's reimbursement accounts product.

W.W. GRAINGER – Lake Forest, IL

2007 – 2012

Web Content Associate Manager / E-Marketing Associate Manager

- Accountable for the user experience, visual design and the creation of a range of e-tactics consisting of stand-alone email campaigns, multi-tactical marketing campaigns (including email, home page promotions, banner ads, and landing pages), transactional emails, Web design, and Intranet development.
- Involved in a variety of marketing initiatives ranging from national direct marketing integrated campaigns, brand promotions, market expansion, product line expansion, private label brands, product category discounts, service offerings, small business, shift, acquisition, reactivation, Grainger branding, and employee communications.
- Designed and produced transactional and trigger emails, consisting of order and non-order confirmations, abandoned shopping cart and weather trigger emails.
- Constructed and developed home page, promotional content and static pages on new Grainger.com platform.
- Created front-end information architecture, visual design and final production for ProQuest Industrial Supply – Grainger's consumer initiative, deployed on Amazon.com.
- Redesigned Talking Shop – Grainger's monthly e-newsletter.
- Provided feedback to designers and writers regarding layout and content.

HEWITT ASSOCIATES – Lincolnshire, IL

1999 – 2006

Senior Web Designer / Customer Experience Consultant

- Responsible for information architecture, visual design/branding, and overall customer experience (CE) of HR outsourcing (HRO) website for Fortune 500 companies within Hewitt's Creative Design and Human Factors department.
- Design lead for the creation of the overall concept, brand, design, and information architecture for multi-million dollar HRO website.
- Facilitated requirements meetings with subject matter experts to create a product that meets the needs of the business, client, and end user.
- Worked with business analysts to understand and gather requirements/use case scenarios to create intuitive and efficient prototypes used for functional specifications and development.
- Streamlined the design/development process by creating a reusable suite of HTML and cascading style sheets. Files were leveraged by designers, production specialists, and development resources, and used across all HRO website implementations.
- Performed as lead CE consultant responsible for day-to-day user experience tasks and deliverables on two high profile clients' HRO website implementations. Consulted on over 15 other HRO websites over a span of four years.
- Created more than 100 self-service transactions for HRO and benefits websites.
- Built a stand-alone compensation tool, which integrated an editable/scrollable grid, allowing users to make compensation recommendations to entire teams at once instead of individually.
- Constructed and maintained a robust HRO website demo, enabling the sales team to successfully engage and sign new MPHRO clients.
- Ensured that over 60 custom branded demos met design standards by reviewing with designers, providing feedback, and confirming demos reflected prospects' corporate branding.

RAYMOND DESIGN GROUP – Crystal Lake, IL

1996 – 1999

Graphic Designer

- Created concepts and designs within a variety of media while working closely with design team.
- Led projects from conception through completion, implementing all facets of creative development, production and pre-press.
- Assisted video direction and art directed production for promotional video.
- Worked on an array of designs for logos, packaging, brochures, catalogs, advertisements, websites, and touch-screen applications.

STANASZEK GOODWIN DESIGN PARTNERSHIPS – Wheeling, IL

1991 – 1996

Graphic Designer

- Designed an assortment of printed material from original layout through client handoff.
- Ensured all electronic files were output ready, and trained other designers on similar techniques.
- Developed logos, packaging, point-of-purchase displays, brochures, sell sheets, calendars, and baseball cards.
- Art directed photo shoots for products such as water pumps and magnetic ferrite cores.
- Managed computer network, which included set-up and maintenance of file server and over 15 workstations.

Freelance Efforts

MEADOWBROOK

Used Truck Financing and Leasing

Created logo, website (www.meadowbrookinc.com), brochures, and a series of sales ads for various trucking trade publications.

COBALT FINANCE

Used Truck and Trailer Financing

Developed branding and identity, website, and a variety of promotional pieces including monthly marketing e-mails, rewards club logo, brochures, newsletters, and post cards.

HAUCK DECORATING

Painting and Decorating

Designed business cards and website (www.hauckdecor.com). Implemented administration functionality using PHP and MySQL, enabling client to add content and photos to Unique Finishes portion of website.

DSM ENTERPRISES

Furniture Manufacturer

Designed identity and packaging for Michael Scott furniture division, as well as various point-of-purchase materials and packaging for products sold at Sears, Costco, and Hecht's (now Macy's).

Software Skills

- Sketch
- InVision
- Justinmind
- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- Adobe Acrobat
- HTML
- CSS
- JavaScript
- JIRA
- Maestro
- PHP
- MySQL

Education

NORTHERN ILLINOIS UNIVERSITY

- Bachelor of Fine Arts, Visual Communication, May 1991
- Student Foreign Study Program, Art and Design in England and France, Summer, 1990
- Participated in juried student design shows
- American Center for Design, Student Chapter Member

Professional Development

HRO Innovation Award

Creation of base website demo used for training.

American Center for Design

Professional Member

Certificate of Excellence

Concept and design of printed pieces, awarded by Wicklander Printing Corporation.

Quality Improvement Process

Two-day seminar addressing the issues of total customer satisfaction, sponsored by Crescent Cardboard.

Adobe Photoshop

Two day class covering all creative and production aspects of the software under the auspices of the American Academy of Computer Training & Technology.