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Portfolio: www.thewizdesign.com

Summary

Over 20 years of experience as a design leader across fintech, global banking, e-commerce, and enterprise SaaS, driving user-centered design solutions for organizations ranging from regional businesses to global corporations with up to \$14B in revenue. Proven track record of leading cross-functional teams, optimizing workflows, and aligning business objectives with user needs.

- **Transformative Design Leadership:** Successfully led strategic design initiatives that drove transformative change within global enterprises, enhancing user experience and engagement.
- **Human-Centered Design Expertise:** Certified by the [LUMA Institute](#) with additional certifications in UX Management and Research from [NN/g](#). Proficient in creating UX artifacts and conducting usability testing using tools like Figma, Axure, Miro, Mural, and the Adobe Suite.
- **Global Collaboration & Recognition:** Demonstrated success in leading cross-disciplinary teams across geographies, recognized with accolades from organizations including CIO 100, AIGA, coolhomepages.com, Awwwards.com, and Print Magazine, and dedicated to continuous learning and innovation.

Experience

M&T Bank / Wilmington Trust – Remote

Product Designer | September 2021 – November 2024

- **Process-Driven Design Leadership:** Directed design efforts utilizing Figma and Miro for two Agile teams, setting clear goals and aligning workflows with project timelines to ensure on-time delivery.
- **Digital Transformation Champion:** Developed a customer-focused document portal, streamlining workflows and improving compliance, resulting in an award-winning WCAG-compliant application.
- **Efficiency Expert:** Led the redesign of internal applications, driving a 37-hour reduction in time per engagement and delivering significant operational savings through structured design processes.
- **Collaboration Advocate:** Established a collaborative environment between designers, engineers, and product owners, to ensure alignment and drive project success.
- **Focus on Usability & Impact:** Conducted thorough user research, testing, and iteration to ensure that design decisions directly improved user satisfaction and achieved measurable business outcomes.

PPG Industries – Remote / Cranberry, Pennsylvania / Pittsburgh, Pennsylvania

Product Designer | September 2020 – September 2021

- **E-Commerce Platform Development:** Spearheaded the creation of an innovative e-commerce platform for powder coatings, leveraging user insights to revolutionize purchasing through convenience, transparency, and convenience.
- **User Research & Design:** Conducted comprehensive research with sales teams and customers to inform design decisions, creating intuitive prototypes in Figma that streamlined navigation and provided essential product information.

- **Usability Testing & Iteration:** Led rigorous usability testing to gather feedback, refining the platform's features and ensuring the final product exceeded user expectations and positioned the solution for long-term success.

UX Design Manager | May 2018 – September 2020

- **Global UX Leadership:** Established and nurtured a world-class UX design practice at PPG Industries, the leading coatings company globally, fostering collaboration and enhancing design quality across responsive websites, desktop applications, and native apps.
- **Digital Transformation & Process Optimization:** Led design initiatives during a pivotal digital transformation, implementing Agile methodologies and pioneering continuous process improvements to enhance collaboration between UX and development teams.
- **Email Template Redevelopment:** Spearheaded the creation of a versatile, scalable email template for over 10 paint brands, significantly reducing annual development hours and improving email marketing effectiveness.
- **E-Commerce Performance Enhancement:** Elevated e-commerce performance metrics by 9% through strategic, data-driven usability testing initiatives, optimizing user experience and driving engagement.
- **Design System Implementation:** Secured organizational buy-in for a comprehensive design system, leading to strategic partnerships with industry leaders and the expansion of dedicated full-time UX and development resources, ensuring consistency and alignment with business objectives.

UX/UI Designer | March 2010 – May 2018

- **Clear Process & High Standards:** Led the design and development of PPG's digital UI/UX initiatives, including responsive marketing websites, browser-based applications, and native mobile apps (iOS and Android), maintaining high standards for both design quality and project delivery through planning and execution.
- **Stakeholder Collaboration & Leadership:** Gathered detailed requirements from stakeholders and ensured that user behavior analysis informed all design decisions, creating intuitive and impactful digital products.
- **Prototyping & Execution:** Designed mobile-first prototypes and high-fidelity designs, ensuring a seamless transition from concept to execution through clear communication with developers and stakeholders.

Buzzhoney – Pittsburgh, Pennsylvania

Web Developer (Contract) | October 2009 – January 2010

- **Pivotal Role in Development:** Worked on the comprehensive redesign of Giant Eagle's website, enhancing user experience and functionality while contributing to significant improvements in site performance and user engagement utilizing HTML, CSS, and JavaScript.
- **Cost Savings & Process Improvements:** Implemented a content management system that allowed Giant Eagle to manage content efficiently, reducing overhead and operational costs.

American Eagle Outfitters – Pittsburgh, Pennsylvania

Web Developer (Contract) | August 2009 – September 2010

- **E-Commerce Optimization:** Developed marketing-campaign designs to drive conversion rates.
- **Email Marketing Development:** Implemented new email marketing campaigns, resulting in engagement and revenue.

Larson O'Brien – Mt. Lebanon, Pennsylvania

Web Designer & Developer | January 2008 – July 2009

- **Design & Development Expertise:** Designed and developed websites for architectural product clients, blending creativity with a methodical approach to design and functionality.

Sweeney & Associates – Boardman, Ohio

Creative Director | March 2004 – December 2007

- **Leadership & Responsibility:** Managed creative direction and operational oversight during a critical period when the business owner was deployed, demonstrating leadership versatility and resilience.
- **Process Optimization:** Introduced in-house web development services, leading to cost savings and increased revenue.

Licenses and Certifications

- **pendo.io** – Product Management Basics
- **Maven** – Level Up with Figma
- **Nielsen Norman Group (NN/g)** – UX Certificate (Research & Management)
- **Bureau of Internet Accessibility** – Accessibility Best Practices
- **LUMA Institute** – Human-Centered Design Practitioner Certification

Education

Art Institute of Pittsburgh

- Bachelor of Science in Graphic Design
- Web Programming Certificate

Volunteering

Champion Life Church – Chippewa, Pennsylvania

Worship Director | August 2020 – March 2024

- **Team Leadership & Structure:** Directed rehearsals and streamlined operational processes, reducing preparation time by 50% while managing a team of 15+ musicians.
- **Results-Focused Leadership:** Successfully scaled operations to two Sunday services by implementing clear, effective processes and fostering a collaborative team environment.