Steven Nardi

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Qualifications Summary

Senior UX Designer with a proven track record of creating user-centric designs that drive business growth and user satisfaction. Translating complex problems into intuitive experiences, fostering user engagement and achieving measurable results.

Demonstrated expertise in applying design thinking and user-centered design principles to develop engaging, effective, and efficient digital experiences. Proven ability to lead and collaborate with cross-functional teams in a remote and dynamic environment, focusing on the enhancement of customer journeys and the achievement of business objectives through strategic design initiatives. Expert in coordinating and executing end-to-end design strategies, from concept to launch, leveraging robust research, analytics, and user feedback to inform design decisions. Adept at translating business goals into user-centric digital experiences, evidenced by record of successful website redesigns and digital product enhancements that have significantly improved user engagement and business metrics.

Core Skills

- User Experience (UX) Design
- User Interface (UI) Design
- Design Thinking
- User-Centered Design

- Prototyping & Wireframing
- Agile & Lean UX Methodologies
- Cross-Functional Team Collaboration
- User Research & Testing

- Data Analysis & Metrics
- Digital Product Strategy
- Mobile-First Design
- Client Relationship Management

Professional Experience

Senior Digital UX Designer, Baxter International, Inc., Deerfield, IL (Remote)   2022 – Present

Coordinate the user experience strategy with business objectives, ensuring consistency across different devices and international markets. Utilize a Design System and collaborated with Experience Researchers to maintain a systematic and user-friendly product design approach. Focus on depicting omni-channel service and feature interactions to facilitate a seamless user experience.

- Lead UX Designer on the team responsible for delivering end-to-end CX of the cross-platform Digital Experience for web and mobile. Led development of a comprehensive product design strategy, integrating user research, cross-functional team collaboration, ideation, prototyping, and UI design aligning with organizational goals in sprint-to-sprint scrum/agile environment.

- Implemented a user-centric design process, utilizing sketches, wireframes, prototypes, and A/B testing enhancing user experience, while ensured designs met stakeholder expectations and aligned with project vision and purpose, utilizing Figma.

- Key responsibilities include critical thinking, user research, creating wireframes, storyboards, high-fidelity mockups, and detailed design documentation. Created a wide range of design artifacts, including conceptual diagrams, user flows, wireframes, visual mockups, and prototypes while driving user research, usability tests, and interpreting data.

Senior Web & Mobile UX/UI Designer, Incredible Technologies, Inc., Vernon Hills, IL   2014 – 2022

Spearheaded the development and maintenance of dynamic, user-centric websites and mobile applications, ensuring alignment with user needs and business objectives. Drove the creative direction and design of visual elements across brands, delivering innovative solutions that resonated with target audiences and supported brand vision.

- Led the comprehensive redesign and redevelopment of multiple dynamic public-facing websites, including notable projects such as gaming.itsgames.com, livewire.itsgames.com, and itsgames.com, significantly enhancing user engagement and online presence.

- Designed and developed app collateral for cross-platform applications (iPhone and Android), including the GT Golf App and GT Caddy Mobile App, PGA Companion App, Shape King Mobile game, improving user experience and brand consistency across devices.

- Contributed as a game artist, creating high-resolution graphics, symbols, and logos for various gaming projects, showcasing creativity and attention to detail in visual storytelling.

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Website Marketing Manager, Car-X, Schaumburg, IL   2012 – 2014

Led the development and implementation of innovative, data-driven marketing strategies across digital platforms, significantly expanding the consumer base and enhancing public awareness of the company's services and products.

- Spearheaded creative media and in-store sales program transforming the customer purchasing experience, contributing to a revenue increase of $15 million in 2013, along with a 5.9% rise in average ticket sales and a 5.2% overall sales increase.

- Formulated and executed a comprehensive marketing and communications strategy for Car-X, reversing four years of declining retail sales and achieving a 2.1% increase in store retail sales.

- Coordinated various franchises to enforce brand standards and ensure the proper execution of marketing collateral tailored to regional needs, demonstrating a strong ability to maintain brand integrity across diverse markets.

Marketing Associate/Creative Designer, Doheny's, Lake Forest, IL   2012

Managed and optimized the website and eCommerce operations, ensuring seamless content management and a user-friendly shopping experience. Produced compelling artwork for high-profile public broadcasts, contributing to increased audience engagement.

- Developed and implemented brand-aligned visual collateral for a broad range of platforms, including print and digital, enhancing brand visibility and consistency.

- Led the strategy and execution of biweekly email campaigns targeting both B2B and B2C segments, driving customer engagement and sales.

- Spearheaded the development of delivery timetables and executed targeted email campaigns, significantly enhancing consumer loyalty and cultivating a robust pipeline of new customers.

Multimedia Marketing Manager, Alyce Paris, Morton Grove, IL   2009 – 2012

Led innovative multi-channel marketing campaigns, significantly increasing site visits and contributing to the achievement of aggressive growth targets. Conducted thorough analyses of performance metrics, site traffic patterns, market trends, and emerging developments, identifying strategic opportunities for improvement and innovative solutions to enhance website effectiveness.

- Implemented SEO/SEM strategies that secured a top-page ranking in organic industry searches, enhancing brand visibility.

- Deployed content-driven storytelling strategies targeting a specific female demographic, resulting in a 225% increase in sessions, 221% increase in users compared to the previous year, and a 22% sales growth in 2010.

- Led the design and development of mobile applications for both iPhone and Android platforms, ensuring strict alignment with brand standards and exceeding quality expectations.

- Dramatically enhanced the company's social media presence within 24 months, achieving substantial growth on Twitter (from 300 to 35,000 followers with over 4 million impressions per month), Facebook (from 6,000 to 115,000 followers with over 2 million impressions per month), and YouTube (from 0 to over 1 million views).

Education

Master of Arts in New Media Studies | DePaul University, Chicago, IL
Bachelor of Arts in Film/Video | Columbia College Chicago, Chicago, IL

Technical Proficiencies

Software: Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Premier Pro, After Effects, XD), Figma, Sketch, Microsoft Office Suite

Coding Languages/ Platforms: HTML5, CSS3, JavaScript, Amazon Web Services (AWS), Ruby on Rails, Adobe Experience Manager (AEM), Drupal, Joomla, WordPress, Magneto, Hubspot, Sharepoint, Bootstrap, Zurb Foundation, Matomo

Tools: Wireframes, Storyboards, Crazyegg, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Pay Per Click (PPC), Dataroma, Pardot, JIRA, Salesforce, Siteimprove, Adobe Workfront, Ceros, Qualtrics (VOC), Google Analytics (GA4 & Universal Analytics), Google AdWords, Google Tag Manager