Ryan Massenzio

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PORTFOLIO

uxcre8ive.com

PROFESSIONAL SUMMARY

Product Designer with foundations in psychology, technology, and visual design. This background helps empathize with users, design great experiences, and create visually engaging products. Problem solver, team player, and high-level thinker. Utilizing the UX process from synthesizing research data to prototyping results in exceeding business needs and delighting the end-user.

SKILLS

- Empathetic
- Collaborative
- User Research & Interviews
- Wire-framing & Prototyping
- Accessibility Design
- Usability Testing
- Persona Development
- Journey Mapping
- Figma
- Sketch
- Invison
- H.E.A.R.T Framework
- Design Systems
- Information Architecture
- Adobe XD
- Illustrator
- Photoshop
- InDesign

RELEVANT EXPERIENCE

SENIOR UX DESIGNER / RESEARCHER   08/2021 to Present
AGM Tech - ADP | Roseland, NJ
- Lead UX designer for client and associate facing products.
- Worked Agile with Product, business, and development team.
- Developed HCM applications for payroll and benefits.
- Designed user flows and working prototypes.
- Conducted stakeholder meetings and gathered business requirements.
- Updated legacy products to support new features
- Utilized ADP design system components to build consistent experiences.

LEAD UX / UI DESIGNER   09/2020 to 04/2021
PEDUL | Newark, NJ
- Lead team through stages of research, analysis, and implementation.
- Designed for responsiveness, accessibility, and user friendliness.
- Created a User Interface based on synthesized user testing data.
- Produced wireframes and a working prototype.
- Presented findings with business stakeholders.
- Successfully met milestones on time, exceeding client expectations.
- Handed off style guide to development team.

UX DESIGNER AND RESEARCHER   03/2020 to 04/2020
KNOW App | New York, NY

- Improved interaction design of the iOS prototype app.
- Used Human Centered Interface Design
- Conducted testing and research based on qualitative insights.
- Analyzed data, designed improvements supporting business needs.
- Created a user-centered design.
- Utilized best practices of user interface design to improve user flow.

FREELANCE VISUAL DESIGNER   09/2015 to CURRENT
iSight Design | Lincoln Park, NJ

- Utilized Adobe Creative Suite to create and develop digital products.
- Designed logos, print marketing, and infographics.
- Built CMS websites using WordPress, Bootstrap, and HTML.
- Created engaging assets and followed the best practices of design.
- Launched brand and marketing strategies.

EDUCATION

Bachelor of Arts | Seton Hall University, South Orange, NJ

UX Design Certificate | UX & UI Research and Design
General Assembly, New York, NY