LYNNETTE COLALILLO

917-539-4448 ▪ lynnette.colalillo@gmail.com

USER EXPERIENCE (UX) LEADER

Imaginative professional with in-depth experience in leading digital teams in user research, product design, and user interface development for award-winning enterprise web and mobile applications. Strong project management includes driving and communicating product vision and roadmap, directing all phases of UX life cycle, supporting agile development, and building high-performance teams.

- Product & UI Design
- Strategic Planning & Execution
- Front-End Development

- Web & Mobile Development
- User Experience Research
- Design Thinking

- Usability Testing & User Testing
- Program & Project Management
- Leadership & Team Building

PROFESSIONAL EXPERIENCE

Presidio, New York, NY   2021 to present
UX Manager, Business Analysis (BA) and User Experience

Set vision for and directed new Business Analysis and User Experience unit as practice lead for the US. Spearhead presales efforts for US and global teams. Led UX engagements with top client. Grow team from 1 to 7 members in 10 months to support growth.

- Serve as UX strategist, leading deliverables in research and discovery, workshops, design, and validation.
- Produce high-level vision decks, presentations, and prototypes for prospective BA/UX clients.
- Conduct Amazon's Idea Accelerator and Working Backwards workshops.
- Manage allocation of BA/UX resources for both Presidio and AWS partner engagements.

Lorenzo Design Solutions, Verona, NJ   2019 to 2021
Freelance UX Designer & UI Developer

Provided front-end development, design, and UX consultancy to Fortune 1000 clients, including the fifth largest insurance company in the US.

- Designed and coded digital email designs and managed email testing in Salesforce Marketing Cloud at Protective Life.
- Produced UX design for pharmaceutical launch, following FDA requirements for each required website launch.
- Led Veeva UI front-end development for pharmaceutical sales presentations.

Slalom, New York, NY   2017 to 2019
Senior UX Consultant

Served as UX lead consultant for Fortune 500 clients in insurance, entertainment, and pharmaceutical markets. Guided three UX designers in accelerating digital transformation of a 30-year-old application user experience at the world's largest publicly traded, property and casualty insurance company.

- Worked directly with CEO to imagine and define digital transformation offering across all practices. Created visual infographics and master MVP presentation to tell story of Slalom Digital Transformation.
- Directed discovery research engagements, performing quantitative and qualitative analysis on data gathered from focus groups, one-on-one interviews, surveys, and remote and local user testing.
- Developed wireframes and prototypes and created design systems for enterprise digital applications while supporting Salesforce migrations to Lightning and implementation of Salesforce Communities.
- Named Mogul Award recipient in March 2019, Slalom's highest accolade award.

lynnette.colalillo@gmail.com

ADP, Florham Park, NJ   2017 to 2017
Senior UX Designer, Retirement Services, Small Business Services (SBS)

Delivered user-centric, financial product application design for eight SBS products and roadmaps in Retirement Services SBS. Worked closely with development team.

- Developed UX design enhancements and led user-testing for 401(k) Enrollment Mobile Application workflow for award-winning mobile application, MyADP, and supporting web features.
- Conducted design-thinking and stakeholder workshops and led user testing of products, including performing interviews and creating prototypes and visual designs to enhance web and mobile retirement applications.

Johnson & Johnson, Raritan, NJ   2014 to 2017
Lead UX Designer & UI Front-End Developer

Drove front-end development for global consumer brand distribution platform across hybrid and internal vendor teams. Conducted sprint planning with product and development teams.

- Supported UI development of multi-tiered approaches for consumer brands such as Listerine and Sudafed to onboard and turnkey websites.
- Functioned as UI/UX resource for Application Services, leading ideation workshops, creating prototypes for web, tablet, and mobile user experiences.
- Served as iOS UI App Developer for Health Partner for Knees application, which became an award-winning Health Partner suite of applications helping patients on pre- and post-op patient journeys.
- Received five Gold Individual Employee Encore Awards.

CPX Interactive, New York, NY   2013 to 2013
Senior Engineer

Led front-end development of tools for advertisers and publishers, using Drupal framework and JavaScript.

E*TRADE Financial, New York, NY   2004 to 2012
Freelance Designer

Designed and produced large-scale email marketing communications distributed to up to 5 million recipients.

EDUCATION & CERTIFICATIONS

Bachelor of Fine Arts in Graphic Design, Rhode Island School of Design

Certified Scrum Master® (CSM®), Scrum Alliance

UX Certification, Rutgers University, Master of Business & Science Program

iOS & Swift Development, Big Nerd Ranch

Advanced JavaScript, ForwardJS

Web Development Certification, New York University

TECHNICAL SKILLS

Programming: HTML5, XHTML, CSS3, JavaScript, jQuery, XML, Ajax, LESS/SCSS, Bootstrap, Git, Gulp, Angular, PHP, MySQL, Drupal, WordPress, Veeva

Applications: Figma, Sketch, Adobe XD, Adobe Creative Cloud, Axure, Origami, Principle, Just in mind, Lucid, Miro, InVision, Balsamiq, Proto.io, OmniGraffle, Framer, Webflow, Salesforce, Salesforce Communities, and Salesforce Marketing Cloud