David Acquaviva

Sr UX Designer Specialist

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PROFESSIONAL SUMMARY

Accomplished UI/UX professional with expertise focused and centered on qualitative and quantitative research to help users of systems and services tell their story. Skilled in leading on/offshore projects to design, build, and test web and mobile applications. Works collaboratively within a group structure to sketch, brainstorm, and co-create with end users. Analyzes design to ensure a more thoughtful approach and environment. Motivated by curiosity, empathy, and user frustration to deliver high-touch support and sustainable solutions.

WORK EXPERIENCE

WAKEFERN
Edison, NJ • 02/2019 - 10/2024

Sr UX Designer Specialist

- Partnered with business and DEV stakeholders, and leveraged user focus groups, to design, create and implement best-in-class integrated systems and deliver an exceptional end-user experience.
- Participated in gathering UX requirements from Internal Digital Marketing, and collaborated with global partner CX teams to alert when branding changes required attention; ensured DEV compliance with all brand designs and standards.
- Used FIGMA product for wire frame collaborations with key business stakeholders.
- Collaboration with Engineering & Digital marketing teams to make sure that designs meet user needs.
- Create hi/lo fidelity wireframes to share with management and development teams.
- Efficient designer who uses FIGMA, FIGJAM, SKETCH, ADOBE XD, Balsamiq, and Illustrator.
- Accountable for managing and designing patterns for mobile and desktop applications.
- Designed mockups using the UX tools, including Balsamiq, Adobe CS (In Design), Axure.
- Executed purchasing objectives, enhancing vendor communication, which improved procurement efficiency by X% within 6 months.
- Directed a cross-functional team to design a mobile app that reduced parking-related complaints by 25%, utilizing user feedback and iterative testing.

METASYS SYSTEMS (MET LIFE)
Bridgewater, NJ • 04/2018 - 02/2019

Principle UX Designer

- Participated in gathering UI requirements with key multi-channel business units.
- Designed mockups using the following UX tools: Balsamiq, Adobe CS (In Design), Axure.
- Hosted and led design strategy meetings for emerging UI technologies.
- Provided oversight for and led UX brand consistency.
- Developed intuitive interfaces and user flows to enhance user satisfaction and accessibility for retirement planning applications.

- Executed comprehensive contract compliance reviews, enhancing procurement accuracy by 15% within 6 months through meticulous analysis.
- Introduced new products and redesigned existing products across the portfolio.
- Led on and offshore team to develop templates using HTML, DHTML, and/or XHTML.
- Provided high-level user interface design services, including analysis of complex user and business workflows and design and documentation of highly usable interfaces (web or client/server).
- Conducted usability testing sessions with older adults to gather valuable feedback and improve the overall user experience for retirement-related products.

UST GLOBAL USA (VANGUARD)
Philadelphia, PA • 04/2016 - 03/2018
UX Designer Lead

- Established UX design as the first stage of application development, instituting a user-centered design (UCD) approach.
- Partnered with senior business teams and created use cases.
- Collaborated closely with financial advisors and product managers to understand the unique needs of retirees and translate them into effective design solutions.
- Created journey maps to tell the visual and graphical client requirement stories.
- Collaborated with graphic designers, iconographers, and BSA to write style guides.
- Created storyboards, mockups, and prototypes for UI designers.
- Developed the strategy and product roadmap for Mozilla.org and campaign sites.
- Designed mockups using the following UX tools: Balsamiq, Adobe CS (In Design), Axure RP7.
- Created visually appealing and easy-to-navigate designs tailored to the needs of retirees, ensuring clarity and ease of use.

INVESTEDGE FINANCIAL SOLUTIONS
Bala Cynwyd, PA • 09/2014 - 03/2016
Sr Systems Analysts

- Participated in gathering UI requirements with key multi-channel business unit.
- Created UI mockups and storyboards, based on requirements.
- Used the following UX tools: Balsamiq, Adobe CS (In Design), Axure RP7.
- Created and updated best practices and standards documentation.
- Tested all front-end code components for PIT (Page integrity Test) or UAT (User Acceptance Test).
- Created functional documentation, including use cases and business rules.
- Experienced with usability and WIAC A/AA/AAA standards.
- Educated developers, stakeholders, and business executives on UX interactions.

TCS (PFIZER)
Collegeville, PA • 03/2011 - 08/2014
SR Technical Lead

- Participated in gathering UI requirements with key business stakeholders.
- Accountable for 62 websites across the health care professional portfolio.

- Worked on multi-channel assignments within the business.
- Led team of on and offshore user experience designers, including development of templates using HTML, DHTML, and/or XHTML.
- Created UI mockups and storyboards, based on customer requirements.
- Developed UI POC and/or Demos for business review.
- Hosted and led design strategy meetings for emerging UI technologies.
- Created and maintained best practices and standards documentation.
- Tested all front-end code components for PIT (Page integrity Test) or UAT (User Acceptance Test).
- Educated developers, stakeholders, and business executives, and demonstrated how UX interactions helped and supported the end user.

EDUCATION

Bachelor in Psychology / Human Interaction
Grand Canyon University   Phoenix, AZ

Associate's Degree in Liberal Arts
Montgomery CC College • GPA: 3.8   Blue Bell, PA

CERTIFICATIONS

Certificate ID: 68425591-9456   01/2023
SAFe for Teams Certification/AGILE CERTIFICATION

White Belt
Lean Six Sigma

SKILLS

Affinity Diagraming, Agile, AJAX, Aligned, Axure RP, Balsamiq, Business goals, C, C++, Competing priorities, Data Analysis, Data Visualization, Deliverables, Designer Tools, Design skills, Development processes, Dream-Weaver Ultra-Dev, Figma, FIGMA, Friendliness, Guidelines, Heuristic Evaluation, HTML/CSS, Illustrator, InDesign, Information Architecture, Innovative, Innovative solutions, Interaction Design, Interviews, JavaScript, Lean Six Sigma, LINUX, Mac, Multiple projects, Multitask, Photoshop, Presenting, Prioritizing, Process, Process flows, Qualitative Research, Quantitative Research, Rapid Prototyping, React Native, SAFe, Setting expectations, Site Maps, Sketch, Solve problems, Trends, Trends, Typography, UI/UX Design, Unity, UNIX, Up to date, Usability Evaluation, User Feedback, User Flows, User Research, Visio, Visual Designing, Visual Studio/VB, Web Pages, Windows Products, Wireframing, XAML, XHTML, XSLT

Hard Skills: Active listening, Adobe Creative Suite, Asset Allocation, Assets, Auditing, Bidding, Brand standards, Customer journey, Data, Data sources, Design Research, Design Thinking, Display, Excel, Experience Design, Facilitate, Figma/Figjam, Finance, Financial, Financial goals, Insurance, Iterative Design, LESS, Levelling, Page Layout, Pension Funds, Powerpoint, Product Management, Project Management, Project Planning, Retirement, Risk Management, Root cause, Staffing, Strategic, Streamlines, Supermarkets, Supply Chain, Technology partners, Texts, Tolerancing, Treasury, Treasury Management, Wealth Management, Wealth Management

Soft Skill: Analyzing, Attention to detail, Build and develop, Collaborative, Communication skills, Complex projects, Consulting, Create strategies, Customer Service, Evangelize, Filing, Hands-on, Holistic, Independently, Insights, Internal and external, Interpersonal Communications, Iterating, Key contributor, Leadership, Leadership skills, Manage multiple, Microsoft PowerPoint, Microsoft Word, Multiple priorities, Presentations, Programs, Qualitative and quantitative data, Roll up your sleeves, Sales, Seamlessly, Timelines, Work with sales