

Contact

Edison NJ 08820
leo@primero.us

www.linkedin.com/in/leoprimer
(LinkedIn)

leo.primero.us (Portfolio)

Top Skills

User Experience Design

User Interface Design

Web Design

Adobe Creative Suite

Certifications

Usability Evaluation Methods

Multimedia Design

Cause Mapping

Inquiry Methods and User Analysis

Digital Page Design

Leo S. Primero III

UX/UI/Web Specialist

Edison NJ

Summary

I possess extensive UX/Web/UI Designing and Front End Developing experience in both Waterfall and Agile processes. With an MS in Professional and Technical Communication focused on User-Centered Design from New Jersey Institute of Technology (with highest honors) and Master of Science in Human-Computer Interaction from DePaul University (with highest honors), I have a full understanding of the whole life cycle of a desktop application and/or web-based software/site development project. As an experienced Certified SAFe Agilist, Certified ScrumMaster and Certified Scrum Product Owner, I can work well in an Agile/Scrum-oriented environment efficiently.

My specialties include: User-Centered and User Experience Designing, Scrum/Agile Process Implementation, Web Designing, and Front End Development, Google Analytics and Search Engine Optimization, SharePoint Site Development, Online Ecommerce Setup (OS Commerce, Zen Cart; Content Management Specialization WordPress, Joomla and Drupal and PHP Software customization phpBB, SMF, Gallery, and Moodle).

My primary technical skills include Proficiency in Adobe Creative Suite (Photoshop, Fireworks, Illustrator, InDesign, and Flash); Search Engine Optimization and efficient use of Web Analytics; Online marketing specialization; Strong typographic skills; Solid understanding of HTML5 and CSS3 including cross-browser compatibility; Knowledge of industry best practices in web design, information design, and usability; Comfortable working within a PHP environment; Extensive experience working with JavaScript and Ajax, PHP, ASPX, Java, Perl, and C++; MySQL and MSSQL databases; Strong working knowledge of WordPress customization and theming; Copywriting experience (headlines, banner copy, landing pages, etc.); Digital photography and digital video editing.

Experience

Cognizant

Product (UX/UI) Designer Manager

October 2011 - Present

Bridgewater NJ

- Translates business requirements for software features and functionality into detailed interactive prototypes, storyboards, flow charts, sketches, comprehensive wireframes and other documents that effectively communicate the information design and interaction design
- Serves as the expert in the user experience design process for the company and providing leadership on user experience best practices.
- Plans and directs user experience validation and testing.
- Performs the role that combines the disciplines of psychology and software production design to ensure delivery of products that give users the best possible experience with the product.
- Executes ScrumMaster and Product Owner responsibilities plus coach new Scrum professionals about Agile practices.
- Conducts Agile training to further Scrum evangelization.

1stwebs Services

Proprietor/Principal Consultant/Lead Designer/Developer

June 1998 - Present

Edison NJ

Manage a small group of consultants whose goal is to bring the most economical package to corporate business clients leading to their successful internet presence.

Create corporate websites (internet or intranet portals) from scratch using a User-Centered Design approach:

- Study business requirements, meet with stakeholders and develop business goals
- Brainstorm design concepts, develop screen flows and navigation concepts, create prototypes, conduct usability testing, and document standards and guidelines.
- Provide maintenance and update of site contents to clients.
- Maximize Google Analytics to optimize client sites to become search and user-friendly.

TravelClick

Senior User Interface Developer

August 2011 - October 2011 (3 months)

NYC NY

Responsible for ensuring that the web-based products that are built by TravelClick meet all necessary qualifications of the industry's most advanced engine that increases conversion, provides an excellent user experience and can be deployed across multiple environments.

SecondMarket, Inc.

Senior User Interface Designer / User Experience Designer II

February 2009 - July 2011 (2 years 6 months)

NYC NY

- Improved the usability, usefulness, and desirability of SecondMarket's interactive web-based financial trading systems by applying a user-centered design approach.
- Applied knowledge of cognitive processes, including web analytics, to simplify the user interface to increase usability resulting from increasing the product's efficiency and effectiveness as well as prevent product interface misuse.
- Applied Google Analytics for content analysis to understand which parts of the website are performing well and which pages are most popular to create a better experience for the customers.
- Provided wireframes, visual design comps, and screen specifications based on user requirements using Visio, InDesign, and PhotoShop.
- Created interactive high-fidelity prototypes for user testing and client demonstrations to include integration of front-end HTML, CSS, jQuery, and JavaScript codes with Java-based server-side frameworks.
- Advised stakeholders on Front-End technical feasibility and appropriate UI framework layout.
- Conduct user interviews and requirements workshops to collect, document, and communicate requirements using visualization techniques.
- Performed Usability Testing to assess design with users if it meets its intended purpose.
- Assisted SecondMarket's marketing and sales efforts on the creative design of web and email correspondence.
- Mentored junior designers and interns on best practices of Front-End web development.

Logical Design Solutions

Consultant, User Experience

June 2008 - December 2008 (7 months)

Morristown NJ

- Primarily consulted with external clients and internal stakeholders:
 1. Valero – took the user experience lead in designing the HR portal project; was responsible for translating user requirements to Information Architecture (IA), Site Maps, and individual Wireframe specifications using Visio.
 2. Colgate – performed expert review and heuristic analysis to include web analytics of Colgate’s internal employee’s “eBuy” portal; made recommendations using eCommerce best practices to help redesign and make their employees portal more effective.
 3. Schering-Plough – analyzed the usability of similar competitive sites vs. Asmanex.com; gathered data as to how product-related information will need to be organized, presented, or accessed in the Child vs. Adult content.
- LDS SharePoint Portal – took the UX lead in designing the information architecture and creation of the Portal Design Standards document that elaborated page patterns, listing common component functionalities, component sizing, and current article set definitions, asset link handling, and list of needed for implementation to include web analytics to improve usability.

CheckFree-Fiserv

Senior Web Designer/Developer/User Interface Specialist

January 2001 - May 2008 (7 years 5 months)

Jersey City NJ

- Took the lead in web designing, developing and maintaining of the CIS intranet product support sites in the enterprise-wide portal environment; implemented Oracle (formerly Stellent) UCM.
- Gathered the business requirements and utilized web analytics to design the Oracle UCM portals from scratch.
- Collaborated contents from different contributors (Business Analysts, Product Managers, Product Strategists and Technical Writers).

Micropower Computer Institute

Web Designing/Developing Instructor

March 2001 - July 2001 (5 months)

Taught HTML, JavaScript, ASP, COM/DCOM and SQL Server Concepts

ClickUpdate, Inc.

Senior Web Integrator

August 2000 - December 2000 (5 months)

- Took the lead in the creation and implementation of user interface requirements for the following ClickUpdate's clients: Long Distance of Michigan, Merrill Lynch, and Print to Win
- Collaborated with graphic designers on how to implement the most appropriate best practices model for each client.

JK Design, Inc.

Web Designer/Web Developer

January 2000 - August 2000 (8 months)

- Assisted in providing the UI requirements solution of other JK Design's clients: Atlantic Lighting, Greenwich Mortgage, Isolatek, Midland, Siemens, Professional Actors, and Life Science Direct
- Coded the HTML mockups and made iterations after client discussions.

Education

Northcentral University

Doctor of Philosophy in Organizational Leadership, Business Administration and Management, Organizational Leadership · (2017 - Present)

DePaul University

Master of Science in Human-Computer Interaction, User Experience/Usability/ Human-Computer Interaction · (2013 - 2017)

New Jersey Institute of Technology

Masters of Science Professional & Technical Communication, User-Centered Design · (2005 - 2008)

University of Medicine and Dentistry of New Jersey School of Related Health

Post Baccalaureate Degree in Science, Physical Therapy · (1993 - 1998)