

## **LEO S. PRIMERO III, MSPT**

### **Senior Product (UX/UI) Designer / Lead Web Designer / Front End Developer**

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## **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 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 ScrumMaster and certified Scrum Product Owner, I can work well in an Agile/Scrum oriented environment efficiently.

My specialties include: Web Designing and Front End Development, User-Centered and User Interface Designing, Scrum/Agile Process Implementation, Goggle 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 to include 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.

## **WORK EXPERIENCE**

### **TriZetto, Inc. (10/2011 to Current)**

#### ***Senior Product (UX/UI) Designer/ScrumMaster***

- 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 subject matter 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, LLC (12/2008 to Present)**

### ***Proprietor/Principal Consultant/Lead Designer/Developer***

- 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 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, Inc. (08/2011 to 10/2011)**

### ***Senior User Interface Developer***

- Responsible for ensuring that the web-based products 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. (02/2009 to 07/2011)**

### ***Senior User Interface Designer / User Experience Designer II***

- Improved the usability, usefulness, and desirability of SecondMarket's interactive web-based financial trading systems by applying user-centered design approach.
- Applied knowledge of cognitive processes including web analytics to simplify the user interface in order to increase usability resulting to increase of 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, 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 (06/2008 to 12/2008)**

### ***Consultant, User Experience***

- 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 more effective their employee portal.
  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 Investment Services/FISERV (01/2001 to 05/2008)**

### ***Senior Web Designer/Developer and User Interface Specialist***

- 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).

## **ClickUpdate, Inc. (08/2000 to 12/2000)**

### ***Senior Web Integrator / Web Developer***

- 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. (01/2000 to 08/2000)**

### ***Web Designer / Junior Developer***

- 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

- DePaul University (Present) - Masters in Science in Human Computer Interaction. (Member, Phi Kappa Phi Honor Society)
- New Jersey Institute of Technology (06/2008) - Masters in Science in Professional and Technical Communication (focused on User-Centered Design). (Member, Alpha Epsilon Lambda Honor Society)
- UMDNJ-Kean University (12/1998) - Post Bachelors of Science in Physical Therapy.
- Philippine Military Academy (03/1984) - Bachelor's Degree in Science. (Full Government Scholar)

## TECHNICAL TRAINING

- Scrum Alliance: Certified ScrumMaster Course (06/2010); Certified Scrum Product Owner Course (01/2010)
- New Jersey Institute of Technology: Web Based Design Training Course (08/2007); Advanced Java Programming Course (05/2007); User-Centered Designer Certificate (12/2006); Hypertext Design Studio Course (12/2006); Advanced Online Design Course (05/2006); Evaluating Hypertext: User and Task Analysis (05/2006); Elements of Visual Design Course (12/2005)
- Stellent Incorporated: Basic Stellent Web Content Site Studio Certificate (06/2006); Basic and Advanced Stellent Web Content Publisher Certificate (06/2004)
- Human Factor International: The Science and Art of Effective Web and Application Design (03/2003); User-Centered Analysis and Conceptual Design (03/2003)
- Micro Power University: Web Developer/E-Commerce Certificate (04/2000)
- System and Software Institute: Corporate Webmaster 3000 Certificate (06/1999)