



SUMMARY

I bring a unique quality of user experience design and product management to both print and digital communications. I have contributed in various roles such as strategy, design, product, content development and digital development. Collaborating with teams and business owners towards the best user experience is my goal. No matter the project, I take ownership and work with the team to get the job done on time while achieving goals. I follow a strong belief that there should be a reason behind all design elements presented to the user and that communication remains simple, clear and consistent in order to build and maintain trust.

CORE COMPETENCIES

UX/UI
Digital Design
Brand Identity
Problem Solving

Digital Product
Management
Content Development &
Editorial Planning

Customer Relationship
Management
Email Marketing
Project Management

EXPERIENCE

2016 - present, Learning Technology Group (acquired Net Dimensions), Rocky Hill, CT

UX Designer, Digital Designer

- Define the user experience and design of infographics, desktop and mobile responsive websites.
- Conduct user research, interviews and surveys, and translate them into sitemaps, wireframes and prototypes.
- Coordinate with project team on issues like navigation, page routing, product page design and more.
- Prepare graphics and layout for e-learning course content.

2015 - 2016, Optum, United Health Group, New York, NY

Graphic Designer

- Design of marketing materials communicating health and wellness content to consumers.
- Create and maintain brand identity throughout all print marketing collateral for site locations nationwide.
- Create email marketing and digital ad banners for web and social media plans.

2013 - 2016, LifeCare Inc., Shelton, CT

Digital Product Manager

- Increased utilization by 16% as a result of website redesign based on UX best practices and user research studies.
- Through research and data review, identified personas, created focus group questionnaires and gathered data to begin building requirements and ultimately wireframes, prototypes and designs.
- Participate in creating a content restructuring strategy resulting in reduced and improved content.
- Identify the work-flow analysis, back-end processes and front-end UX for e-commerce wallet integration as a new feature to the existing site.
- Define the UX and UI of the back-end CMS resulting in increased efficiencies of internal processes.
- Manage the product development cycle of various web properties including member website, public website and client specific mobile apps.
- Serve as the liaison between the technical teams and SMEs.
- Track usability goals and prepare reports for senior management.
- Manage timeline and resources for content and product releases; track progress and report issues/risks.
- Author project plans, user documentation, technical and business requirements, test plans and release notes.

2011-2013, News America Marketing, News Corp., Wilton, CT

Senior Digital Producer

- Define the UX of microsites, back-end CMS and mobile app.
- Work with internal teams to define requirements, use cases and core product features for CMS and mobile app.
- Remain up to date on desktop and mobile responsive best practices.



raffaella arcamone
203.241.1497
radezigns.com

- Conduct competitive analyses of other websites that operate in the same space.
- Lead digital projects through project brief, timeline, requirements and wireframes to development research & strategy, implementation and QA testing.
- Develop, deploy and manage email campaigns created in-line with major CPG client needs.
- Create, problem solve and manage email database queries, segmentations and sub-lists.
- Analyze digital and email campaign metrics in order to strategizing next steps either standalone or via A/B testing.
- Project lead for digital campaigns supporting major CPG clients: General Mills, Unilever and Victoria Secret.
- Develop digital production processes, training material and manage client/business expectations.

2010-2011, Reed Exhibitions, Norwalk, CT

Marketing Associate, Freelance

- Design print & web material to promote trade shows, before during and after the event.
- Develop and design marketing material to promote multiple trade shows at one time.
- Work with internal departments to ensure projects are completed in line with campaign initiatives.

2010, ShelterLogic, Watertown, CT

Web Designer, Freelance

- Assist with the transfer of the client's current site to an e-commerce B to C site.
- Adjust and optimize images for web; edit website content using HTML and CSS coding.
- Utilize Google Analytics to collect data, develop & maintain the metadata of the entire site.

2010, Society for Biomolecular Science, Danbury, CT

Communication and Technology Support, Freelance

- Create and deploy mass email campaigns; manage e-mail distribution lists.
- Create interactive banner advertisements, buttons and other graphics for web site.
- Create and maintain web pages using HTML within a CMS; database management.
- Collect SEO data from campaign initiatives utilizing Google Analytics.

2009, Connecticut Distributors, Inc. Stratford, CT

Graphic Designer, Freelance

- Responsible for entire design & production of each project from concept to completion.
- Manage workload and projects independently.
- Daily handling of laser and IKON CP5500 wide format printer.

2009, Communication Managers, Brookfield CT

Graphic Designer, Freelance

- Redesign company letters for distribution to current and prospective clients.

2006-2009, Hersam Acorn Press, Ridgefield, CT

Graphic Designer

- Alter website content using HTML coding, adjust images for web.
- Assist Marketing Director with promotional material for consumer facing events and fund-raisers.
- Design advertisements, marketing material and weekly editorial layout under tight deadlines.

education

2006, Western Connecticut State University, Danbury CT

Bachelors in Art, Graphic Design

technical skills

HTML, CSS, Javascript, XML; Adobe Indesign, Photoshop, Illustrator, Dreamweaver, Flash, Microsoft Office for Mac & PC; Balsamiq, InVision, Axure

Email Marketing: Exact Target, DREAM;

Project Management: Basecamp, JIRA, Mercury Quality Control, Microsoft Visio, Agile Methodology;

Content Management Systems: internet4associations, Article Manager, Joomla, Insite, Citrix, News Edit,

Wordpress, WooCommerce, LifeRay