



SUMMARY

I bring a unique quality of digital design and product management. I have contributed in various roles such as research, strategy, user experience, visual design, product, marketing and content development. Leading 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. Throughout the process, attention to detail and clear communication remains consistent and is essential to gaining and retaining the trust of our target audience.

CORE COMPETENCIES

Digital Design

UX/UI

Digital Product
Management

Brand Identity

Email Marketing

Content Development &
Editorial Planning

Customer Relationship
Management

Problem Solving

Project Management

EXPERIENCE

2016 - Present, Net Dimensions, Rocky Hill, CT

Digital Solutions Specialist

- Define the user experience and design of infographics, desktop and mobile responsive websites.
- Serve as the liaison between business leaders, SMEs and developers.
- Conduct user research, interviews and surveys, and translate them into sitemaps, wireframes, prototypes and pixel perfect design files with stakeholder acceptance.
- Prepare graphic elements, layout and designs for use in e-learning course content and portals.
- Project Management of e-learning courses as needed.

2015 - 2016, Optum, New York, NY

Designer

- Define strategy and communication plan for B to C Health, Wellness and Fitness clients.
- Source and edit images, create brand identity and marketing collateral for new site locations nationwide.
- Organize clients edits and assign appropriately within job queue.
- Create email marketing and digital ad banners for web and social media plans.

2013 - 2016, LifeCare Inc., Shelton, CT

Digital Product Manager

- Define UX of member sites resulting in increased user engagement and achievement of key business goals.
- Create and manipulate prototypes, wireframes and designs.
- Re-define the member experience improving content hierarchy, communication channels and overall layout.
- Define the UI of the CMS increasing efficiencies of internal processes and member facing product offerings.
- Collaborate closely with external design and development teams to build client specific sites.
- Communicate at all levels to deliver results that positively impact user experience and increase revenue.
- Serve as the liaison between the business leaders, SMEs and technical teams.
- Manage timeline and resources for content and product releases; track progress and report issues/risks.
- Author and review project plans, user documentation, technical and business requirements, test plans and release notes.
- Define plan and conduct A/B testing related to the registration entry webpages.

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

Senior Digital Producer

- Fulfill digital projects from project brief, timeline, requirements and wireframes to development research & strategy, implementation and QA testing.
- Lead all phases of project life cycle across all digital platforms (web, mobile, tablet).



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- Work with internal teams to define requirements, use cases and core product features for CMS and Mobile App development.
- Develop, deploy and manage email campaigns and define A/B testing plans for digital communications.
- Analyze digital and email campaign performance and KPI's when defining strategic next steps.
- Project lead for full-scope digital campaigns supporting clients: General Mills, Unilever and Victoria Secret.
- Develop digital production processes, training material and manage client/business expectations.

Freelance Work

2010-2011, Reed Exhibitions, Norwalk, CT

Marketing Associate

- Contribute to the growth of the UFC, FIBO, Vision and BNY portfolios.
- 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.
- Manage designers and off-site vendors on deadline driven projects.
- Work with internal departments to ensure projects are completed in line with campaign initiatives.

2010, ShelterLogic, Watertown, CT

Web Designer

- 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

- 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.
- Serve as main point of contact with off-site teams and vendors.

2009, Connecticut Distributors, Inc. Stratford, CT

Graphic Designer

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

2009, Communication Managers, Brookfield CT

Graphic Designer

- 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.
- Design advertisements, marketing material and weekly editorial layout under tight deadlines.
- Maintain the process flow for the entire art department according to deadline.

education

2006, Western Connecticut State University, Danbury CT

Bachelors in Art, Graphic Design

technical skills

HTML, CSS, Javascript, XML; Google Analytics; Adobe Indesign, Photoshop, Illustrator, Dreamweaver, Flash; Microsoft Office for Mac & PC; Email Marketing: Exact Target, DREAM; Project Management: Basecamp, JIRA, Agile Methodology; Balsamiq, Microsoft Visio, Sketch, Invision;

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