

ANTHONY D'AMATO

UX Designer with previous experience in marketing and business development. Committed to user-centric design guided by a consultant mindset and curiosity towards emerging tech.

PROJECTS

AIOps | Enterprise ITOps Platform

- Worked with a team to deliver research-backed wireframes and prototypes in order for to help the client meet their goal of being a user-centric leader in AIOps and observability
- Contributed to research planning and execution for various research studies which resulted in a strong understanding of ITOps professional's pain points and needs; presented findings to stakeholders
- Helped to synthesize research data, identified insights which were used in client workshops and ultimately informed our design direction
- Participated in ideation sessions and iterative interaction design process; helped build prototypes and wireframes using Figma and UXPin

Scaventure | Scavenger Hunt Mobile App

- Conducted competitive analysis and user research to evaluate similar products
- Created personas, user flows, affinity maps, wireframes, prototypes, information architecture, and style guide
- Executed usability and preference testing

Patch | Delivery Driver Mobile App

- Made wireframes and prototypes using Adobe XD and Proto.io for delivery driver utility app
- Conducted competitive analysis, user research and customer discovery, created personas, interview scripts
- Spoke with local restaurant owners and drivers to gather feedback and to validate product idea

PROFESSIONAL EXPERIENCE

User Experience Consulting Apprentice at UXReactor

Dec 2021 — Present

- Leveraged expertise in UX Research and Design to deliver user-centric solutions for complex b2b software products
- Effectively contributed to multiple phases of research and design with global and cross-functional teams
- Built out and conducted research plans - identified objectives and goals, created research questions and interview scripts
- Participated in research interviews and research synthesis
- Created workflows, wireframes, and prototypes

Freelance UX Designer (and videographer) at Sparkd Reps

Nov 2020 — Nov 2021

- Handled web design projects including research, wireframing, and communicating with clients
- Communicated with stakeholders in an iterative process to deliver user-centric solutions while also having a focus on business needs
- Effectively operated camera, audio, and production equipment for film productions, commercial photoshoots, and marketing video productions

CONTACT

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SKILLS AND TOOLS

- Figma
- Sketch
- Adobe XD
- InVision
- Zeplin
- Fusion360
- Prototyping & Wireframing
- User Research
- Information Architecture
- User Personas
- Journey Maps
- User Flows
- Usability Testing

EDUCATION

Certificate in UX Design

CareerFoundry | 2020-2021

Certificate in Internet of Things Business Impact

Udemy | 2019

Certificate in Design Thinking and Digitally Mediated Making

Montclair State University | 2018-2019

Bachelor's Degree in Business Administration: Marketing Major with a Minor in Entrepreneurship

Montclair State University | 2013-2017