

# LEO S. PRIMERO III, MSHCI | MSPTC

## UX/UI SPECIALIST / LEAD WEB DESIGNER / FRONT END DEVELOPER

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### WORK EXPERIENCE

#### Cognizant, Inc. (10/2011 to Current)

Position: Senior Product (UX/UI) Designer

- Translates business requirements for software features and functionality into detailed software designs, resulting in software which can be coded, tested, and deployed easily and predictably.
- Perform ScrumMaster and Product Owner roles plus coach new Scrum professionals about Agile practices.
- Train and manage junior UX Designers/Product Designers to the UX design principles

#### TravelClick, Inc. (08/2011 to 10/2011)

Position: Senior User Interface Developer

- 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. (02/2009 to 07/2011)

Position: Senior User Interface Designer / User Experience Designer II

- Apply knowledge of cognitive processes to simplify the user interface in order to increase usability resulting to increase of the product's efficiency and effectiveness as well as help prevent product interface misuse.
- Plan and direct user experience validation and testing; translate business requirements into page flows, interactive prototypes, storyboards, flow charts, sketches, comprehensive wireframes and other documents that effectively communicate the information design and interaction design; serve as the expert in the user experience design process for the company and providing leadership on user experience best practices.

#### Logical Design Solutions (06/2008 to 12/2008)

Position: Consultant, User Experience

- Primarily consulted with external clients and internal stakeholders:
  - ❖ Valero – took the user experience lead in designing the HR portal project; Colgate – performed expert review and heuristic analysis of Colgate's internal employee's "eBuy" portal; Schering-Plough – gathered data as to how product-related information will need to be organized, presented or accessed in the Child vs. Adult content

#### CheckFree Investment Services/FISERV (01/2001 to 05/2008)

Position: Senior Web Designer/Developer and User Interface Specialist

- Took the lead in web designing, developing and maintenance the CheckFree's intranet product support sites; implemented Oracle UCM; designed the Oracle UCM portals from scratch, iterated, developed and maintained the support sites while collaborating contents from different contributors (Business Analysts, Product Managers, Product Strategists and Technical Writers).

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

Position: 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 the graphic designers on how to implement the most appropriate best practices model for each client.

## **JK Design, Inc. (01/2000 to 08/2000)**

Position: 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**

- Northcentral University (Current) - Doctor of Business Administration; Business Administration and Management, Organizational Leadership
- DePaul University - Masters in Science in Human Computer Interaction. GPA: 3.96 (Graduated with Distinction; Member, Phi Kappa Phi Honor Society)
- New Jersey Institute of Technology - Masters in Science in Professional and Technical Communication (focused on User-Centered Design). GPA: 4.00 (Graduated with Highest Honors; Member, Alpha Epsilon Lambda Honor Society)
- UMDNJ-Kean University - Post Bachelors of Science in Physical Therapy. GPA: 3.20

## **TECHNICAL/SPECIALIZATION TRAINING**

- Think Reliability: Cause Mapping Facilitation
- DePaul University: Collaborative Technologies For Leading Projects; Digital Page Design; Information Visualization and Infographics; Inquiry Methods and User Analysis; Interaction Design and Information Architecture; Multimedia Design; Prototyping & Implementation; Social Interaction Design; Usability Evaluation Methods; Usability Issues Handheld Device
- Scaled Agile Academy: Scaled Agile Framework Agilist
- Scrum Alliance: Certified ScrumMaster Course; Certified Scrum Product Owner Course
- New Jersey Institute of Technology: Web Based Design Training Course; Advanced Java Programming Course; User-Centered Designer Certificate; Hypertext Design Studio Course; Advanced Online Design Course; Evaluating Hypertext: User and Task Analysis; Elements of Visual Design Course
- Stellent Incorporated: Basic Stellent Web Content Site Studio Certificate; Basic and Advanced Stellent Web Content Publisher Certificate
- Human Factor International: The Science and Art of Effective Web and Application Design; User-Centered Analysis and Conceptual Design
- Micro Power University - Web Developer/E-Commerce Designer Certificate
- System and Software Institute - Corporate Webmaster 3000 Certificate