

ANGELA G. BOMARITO UX Product Designer

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UX Specialist **NBCUniversal** - July 2019 - August 2020

- Collaborated with Product and Development to create digital user experiences for E! News including E! Online as well as NEON, a brand new custom internal CMS
- Created prototypes, wireframes, and UI components for various products while maintaining our design system through InVision Design System Manager
- Gained qualitative and quantitative insights through conducting user interviews and usability tests to develop data-driven design solutions
- Documented all UI functionality by writing functional specs for the development team to ensure clarity regarding all product UI requirements

Digital UX Designer **The Walt Disney Company** - June 2018 - July 2019

- Redesigned the D23 Membership registration experience and doubled average membership sales within the first week of launch
- Led the UX team to identify design problems and collaborate with the development team to create user-friendly solutions for our internal digital products
- Collaborated closely with the D23 team to develop UX strategies in rebranding their member registration experience, email campaigns, YouTube channel, and website with a data-driven approach
- Produced UX deliverables such as sitemaps, wireframes, user tests, and lo-fi and hi-fi prototypes

Digital Media Associate - UX Design **The Walt Disney Company** - June 2017 - June 2018

- Led the undergraduate team as a Project Manager, coordinating with key stakeholders and different internal teams to design and develop the user experience for a brand new internal resource website
- Analyzed web metrics for Disney Newsreel and worked with Editorial to create solutions to improve user retention
- Produced UX deliverables such as sitemaps, wireframes, and prototypes
- Designed and coded HTML email templates for various segments of Disney
- Developed and designed internal websites using HTML5, CSS3, Angular JS 2 and Bootstrap

Awards

NBCUniversal - E! Entertainment
[2020 WebAward for Outstanding Achievement in Web Development:](#)
Best Entertainment Website

Education

CSU Monterey Bay
Bachelor of Science in Web & Interactive Design

Skills

UX & UI Design, Wireframing,
Lo-fi & Hi-fi Prototyping,
Qualitative & Quantitative
Research, Design Systems,
Information Architecture,
User Personas, iOS & Android
Design, HTML & CSS

Tools

Sketch, Figma,
Invision Prototyping & DSM,
UserTesting.com, JIRA, Hotjar,
Wordpress, Adobe Illustrator,
Adobe Photoshop,
Adobe Omniture, Google
Analytics