ANGELA BOMARITO UX Product Designer

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Apple Product Designer - January 2021 - Present

- Currently working on the Subscriptions Lifecycle - Common UI team as a Product Designer to create and enhance experiences for various web and native subscriptions products.

NBCUniversal UX Specialist - 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 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

The Walt Disney Company Digital UX Designer - June 2017 - July 2019

- Redesigned the D23 Membership registration experience and doubled average membership sales within the first week of launch
- Led the UX team to coordinate with key stakeholders and different internal teams to design the user experience for a brand new internal resource website
- Produced UX deliverables such as sitemaps, wireframes, user tests, and lo-fi and hi-fi prototypes
- 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
- Analyzed web metrics for Disney Newsreel and worked with Editorial to create solutions to improve user retention

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, Design Systems, iOS & Android Design, Wireframing, Information Architecture, Presentation, Lo-fi & Hi-fi Prototyping, Qualitative & Quantitative Research, User Personas, a wee bit of HTML & CSS

Tools

Sketch, Figma, Flinto, Keynote, Invision Prototyping & DSM, Usertesting.com, JIRA, Adobe Illustrator, Adobe Photoshop, Google Analytics