

Perry DeNicola

UX Designer

perrydenicola.com

denicola.perry@gmail.com

(813) 482-3186

User-focused professional with analytical and problem-solving skills to research, define, design, and launch innovative digital products.

3 years of designing end to end experiences with proficiency in ecommerce, digital marketing, brand development, and management.

EXPERIENCE

Bed Bath & Beyond - UX Designer

Refined/created digital experiences for both retail and ecommerce

DECEMBER 2021 - CURRENT

- Led in design and managed PLP, Taxonomy, and Landing Pages
- Designed for multiple brands: Bed Bath & Beyond, buybuyBaBay, Harmon Face Values
- Coordinated with stakeholders to review and finalize designs
- Helped establish a documentation system utilizing Confluence

Chewy - Associate Product Designer

Created digital products for the leading platform in pet ecommerce

SEPTEMBER 2019 - JUNE 2021

- Led in design and launched new interface for Chewy Gives Back program for mweb and desktop experiences
- Spearheaded both B2C and B2B experiences
- Facilitated design reviews with stakeholders
- Collaborated with development, product managers, and marketing

faces2hire - UX Designer

Created digital products for a job seeking platform startup

MAY 2019 - SEPTEMBER 2019

- Built design system to support brand identity
- Redesigned f2h Homepage to incorporate new ingress point for B2B experience
- Led design in restructuring profile build flow and dashboard

The City of Boston - UX Design Consultant

Redesigned Office of Returning Citizens Webpage

APRIL 2019 - MAY 2019 / BOSTON, MA

- Conducted user interviews and usability testing on users
- Presented user insights and solutions to stakeholders
- Led team through the entire design process and executed strategy

SKILLS

User Research Studies

Wireframing

Agile Methodologies

User Testing

Design Thinking

Interactive Prototyping

Persona Development

Site Map & User Flows

Leadership & Team Building

Ecommerce Design

Public Speaking & Relations

Mentorship

TOOLS

Sketch

InVision

Figma

Marvel Pop

Axure RP

Adobe Photoshop

EDUCATION

General Assembly / UX Certification

FEBRUARY 2019 - MAY 2019

Florida Atlantic University / B.A Marketing

SEPTEMBER 2010 - DECEMBER 2015