Denise Pasquinelli

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UX Design : Research : Strategy

Professional Summary

Creative and detail-oriented designer with 12+ years of experience building digital products, evolving brands and optimizing digital marketing ecosystems. Proficient in rapidly creating and testing multiple design concepts, engaging end-users to shape design strategy, and translating insights into actionable recommendations. Proven success in pioneering innovative prototypes, optimizing customer workflows, and enhancing user experiences. Skilled in leading UX efforts for diverse portfolios, establishing content standards and design systems, and transforming business objectives into design opportunities. Adept at collaborating with cross-functional teams and fostering strategic partnerships. Seek to leverage skills and passion for web design to contribute to innovative and impactful projects.

Technical Proficiencies

Tools

Figma, Sketch, Invision, Adobe XD, Adobe Creative Suite, Miro

Technical Skills

Design Systems Creation, User-Centered Research, Strategy Development, Information Architecture, Project Management, Personas, User Journey Mapping, Storyboarding, Rapid Prototyping, Wireframes, User Interviews, Usability Testing, Ethnography, Contextual Inquiry, Heuristic Evaluation, Competitive Analysis, A/B Testing, Cross-Functional Collaboration, Workflow Optimization. Comfortable working with WordPress, Squarespace, Shopify, Webflow, Agile Development, Qualitative & Quantitative Research Methodologies, Creative Ideation, Agile Methodologies - Human Centered Design.

Career Experience

Denise Pasquinelli UX Design & Research, Remote   **05/2023 – Present**
Web Design, UX Consulting & Researcher

As a Designer, Researcher, and Consultant, specialize in crafting website redesigns and offering expertise in UX and marketing strategy. Identify improvement opportunities and deliver actionable recommendations to elevate user experiences, ensuring alignment with redesign objectives.

- Optimized user experiences for natural building company, Shopify site, and online learning platform focused on machine learning and generative AI.

Purpose UX, Remote   **10/2022 – Present**
Senior User Experience Designer & Researcher

As a Designer and Researcher, meet with fixed budgets and deadlines for intricate enterprise software products. Orchestrate research initiatives, facilitate sessions, and distill insights into actionable design recommendations. Rapidly devise and prototype multiple design directions, engaging end-users to shape and assess design choices.

- Successfully pioneered proof of concept prototype for chemical hazard screening tool, securing additional client funding.
- Efficiently documented, transformed, and enhanced customer workflows for SaaS application catering to independent authors creating audiobooks.
- Thoroughly examined cloud utility billing software product, crafting service map and pinpointing UX pain points, while outlining strategies for improvement. Presented findings and prioritized roadmap for iterative enhancements.
- Spearheaded comprehensive audit and mobile redesign of a customer-oriented utility billing portal.

Empowered Education, Remote   **08/2018 – 10/2022**
UX Design & Brand Marketing Manager

Advanced to lead user experience for multiple B2B and B2C brands within Empowered Education's portfolio. Instituted and championed content standards, brand guidelines, and persona-based content marketing strategies. Produced service blueprints, user journeys, user flows, and process maps for functional nutrition care service model. Transformed business objectives into design opportunities, collaborating with product leaders and development teams to define project scopes, design requirements, and product roadmaps.

- Instrumental in achieving 6-fold increase in customers and revenue (for the FxNA Brand) post-acquisition in 2018.
- Fostered collaborations with cross-functional teams spanning product, sales, marketing, engineering, and design to continuously enhance the customer experience throughout product ecosystem.
- Teamed up with design and engineering groups to establish robust and scalable design system optimizing the user experience across the customer journey and increasing efficiency for development team.

Instrument, Portland, OR   **09/2017 – 08/2018**
User Experience Researcher & Strategist

Served as Contract designer and researcher, partnering with the Google team to drive innovation for Grow with Google and Google for Small Business. Collaborated with cross-functional teams to gain deep insights into user needs, motivations, and behaviors, influencing future product development. Spearheaded diverse research efforts, including audience surveys, secondary research, qualitative interviews, and ethnographic research, yielding invaluable insights. Refined insights and conveyed critical findings to clients and design teams through presentations and recommendations.

- Research outcomes uncovered novel insights regarding customer pain points and journeys, guiding the development of fresh web design and marketing strategies to engage with target audiences.

Amplify Education, Brooklyn, NY   **02/2012 – 02/2015**
Product Designer and Researcher

Assisted Product Ownership and Engineering teams with UX artifacts and iterative design reviews. Applied Lean UX principles in agile development setting. Produced high-fidelity prototypes using Axure, HTML, CSS, and Bootstrap. Conducted internal workshops to plan upcoming design iterations, research initiatives, and new products. Executed field research, in-house playtesting, and usability tests, analyzing and synthesizing results to drive product improvements.

- Designed a student data repository and dashboard for use by teachers, parents, and administrators.
- Collaborated with product ownership, content creators, and engineering teams to develop a digital/table-based math curriculum for grades six-eight.

Education

Master of Information and Library Science
Pratt Institute Brooklyn, NY

Certificate in Electronic Publishing
UCL, London, UK

Bachelors in Theatre Arts
Linfield College McMinnville, OR