




MONICA MARZIANI

SR. DIRECTOR OF USER EXPERIENCE DESIGN

 monicamarziani.com

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Sr. Director of User Experience seeks opportunity to create original experiences within the product/application space. I offer a dual passion for function and aesthetic; I focus on finding efficiencies for both my team and users. Versed in the world of marketing with a passion for product design, I'm fascinated by the science of behavior and how it can be applied to the products we create.

EXPERIENCE

Senior Director of UX Design & Strategy @ Korn Ferry 10:2017 - present

Korn Ferry is a global organization working to revolutionize how HR professionals find and manage their talent. As senior director of a multi-disciplinary team of research, UX, and product design, I lead and coordinate all initiatives across a variety of B2B SaaS products.

- Built a multi-disciplinary team, managing all sourcing and allocations
- Coordinate 16+ workstreams managing the stakeholder relationship, budgets, timelines and deliverables
- Collaborate with leadership to define product strategy, roadmaps and prioritization of features
- Oversee all research and testing initiatives for all products

Additional Roles: Director of User Experience, UX Lead @ Korn Ferry

Achievements include:

- *Certification in Business Analytics from Wharton Executive Education*

Experience Director @ Cadient 2:2016 - 10:2017

I managed the UX and creative design for 5+ major life science brands including AstraZeneca, GSK, J&J and Janssen. Our team collaborated and coordinated with strategists, writers, and development teams on all digital branding initiatives.

- Manager of hybrid team of UX and visual design
- Defined standards for all UX deliverables within organization
- Facilitator of various workshops including brand positioning
- Upgraded Cadient to Agency of Record status with AstraZeneca, the first time in 20 year relationship
- Increased registration for a diabetes website by 70%
- Integrated behavioral science into smoking cessation app for GSK

Additional Roles: Sr. UX Designer @ Cadient

Achievements include:

- *BJ Fogg Behavior Design Bootcamp graduate*

AREAS OF FOCUS

Project & Team Management

estimations, budgeting, timelines, iterative planning, roadmap prioritization, team allocations

Workshop Planning & Facilitation

requirements gathering, client discovery, story-telling, design studios, presentations

Mobile Strategy

RWD, iOS & Android app planning, notification strategy, UI design

User Research

competitive analysis, stakeholder & user interviews, user testing, personas, surveys concept testing, user interviews & surveys, persona definition, NPS scores

Architecture

journey mapping, workflows, sitemaps, system integration maps

UX Design

wireframes, template definition, interaction design, low-fi and hi-fi prototyping

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EXPERIENCE CONTINUED

Independent Consultant / Designer

1:2011 – 2:2016

Responsible for the acquisition and management of client projects. Designed and delivered various projects including infographics, responsive websites, branding, animated illustrations, and iOS applications

- Larger clients include Comcast, Janney Montgomery Scott and Pitney Bowes
- Delivered pitches, proposals, scope of work documentation, estimates, and overall budget management
- Collaborated with various development team around the world

Achievements include:

- Creative Director: TEDxPhilly 2011
- Speaker: Global Creative Economy Summit, Philly

Interactive Art Director @ I-Site

3:2008 – 12:2010

Senior Art Director @ EngineRoom

11:2006 – 2:2008

SKILLS

You'll find me in:

Axure

inVision

Sketch

Adobe Creative Suite

Trello / Asana / Atlassian

Zeplin

I've designed for:

Angular

PHP

Adobe Experience Manager

Magento

Drupal

Wordpress

ACHIEVEMENTS

Platinum Marcom Award

Design Summit International Awards

Interactive Media Awards (IMA)

American Design Awards

Web Award: Standard of Excellence

Web Award: Best in Class

EDUCATION

Wharton Executive

Education

2020

Certification in Business Analytics:
From Data to Insights

Philadelphia University

2001 - 2003

BS in Graphic Design
Communications

Indiana University of PA

1998 - 2000

Studio Arts: Graphic Design & Fiber
Arts