

JOHN ROMANO

UX Strategist/Designer and Team Director

Focused on mobile apps, web apps, and responsive websites

I'm a **UX generalist** that enjoys the buzz of a challenging workshop, the unexpected discovery of research, and the intricacies of interaction design. My greatest strength is distilling complex problems and transforming requirements into tangible experiences.

Multidisciplinary collaboration is a cornerstone of my work. Done right, co-designing blurs the line between stakeholder and practitioner, designer and technologist, drawing the best ideas from everyone.

I'm also a **Team Director** who has experience building design teams. I've built user-centered culture on both large projects and at companies and seen how it delivers value and meaningful iterative improvement.

Design is the lens I see the world through, and it makes me view every problem as an opportunity for creativity. For me, the joy of being a UX is to use those opportunities in the service of others.

WORK EXPERIENCE

User Experience Director *Globant, Apr 2018 to present*

UX strategy, design and oversight on enterprise engagements

- Turned a 6-month, project into a \$40M, 4-year project (Globant top five)
 - Defined a design vision for an enterprise desktop app
 - Scaled from an 8- to a 30-person design team
 - Facilitated UX strategy workshops and design studios
 - Conducted an intensive 2-week user research tour
- Design direction of a 4-year product build-out
 - Created a Design System and custom UX libraries
 - Aligned the output from 30 remote agile teams
 - Delivered UX concepts for new features
 - Built a culture and process to deliver iterative product improvement
 - Helped add a robust design process into the SAFe methodology

PORTFOLIO johnwromano.com

Clients: Randstad, Soccer.com, LabCorp, IBM, Lenovo, Epic Games, Kohl's, Deloitte, Siemens, Eaton, AICPA, Duke Energy, PTC

DESIGN SKILLS

- Workshop facilitation
- Design thinking and Lean UX
- UX strategy
- Journey mapping
- Personas and mindsets
- User research and testing
- Content strategy / IA
- Interaction design
- Wireframing / prototyping

UX Director / Lead UX Designer *PointSource, Oct 2014 to Apr 2018*

As a design director, I was tasked with building a UX practice

- Brought the UX team up to a 7:1 developer to UX ratio
- Established user research and testing as standard practices
- Created UX and design offerings
- Worked with the sales team to sell and win UX work
- Modeled and fostered multidisciplinary collaboration
- Vetted, onboarded, and mentored UXDs and strategists
- Provided oversight on all projects
- Created a reusable design system to increase UX velocity

As a Lead UX Designer: I also designed mobile apps and websites:

- Facilitated UX strategy workshops
- Conducted user research to create personas and journeys
- Created wireframes, sitemaps, user flows
- Conducted user testing to drive iterative improvement

Vice President, Director of Digital *Capstrat, Sep 2011 to Oct 2014*

- Managed the UX and development teams (hiring, mentorship, management)
- Drove the adoption of responsive design and mobile app design
- Institutionalized user research and user testing
- Facilitated multidisciplinary collaboration
- Connected the design and analytics teams

UX Designer/Front-end Developer *Capstrat, Aug 2005 to Sep 2011*

- Lead design on three top-five company clients in professional services, healthcare, and energy verticals
- Led dozens of clients through the transition to CMSs
- Developed cross-browser, standards-compliant web sites in HTML/CSS/JavaScript

Principal/Owner *Synthesis Creative, Jul 2002 to Aug 2005*

- Built a CMS/CRM platform. Launched 10 client implementations
- Designed, built, and launched, optimalresume.com

Additional Experience

- Senior Web Designer, *Fusion Studios*
- Interactive Art Director, *DesignWorks Studio*
- Web Designer, *IBM Corporation*

DIRECTOR SKILLS

- Design direction and oversight
- Design operations
- Mentorship of UX designers
- Client relationship development
- Sales support: SOW/RFPs
- Classroom meeting presenter
- Conference / media speaker
- SAFe and scrum master training

SOFTWARE

- Axure
- Sketch and Invision
- Adobe Photoshop, Illustrator
- G Drive, Microsoft Office 365
- Slack, Teams
- Jira, Confluence, Trello
- Mural
- Optimal Workshop, Lookback

FAMILIAR WITH

- Accessibility / WCAG
- UI motion and animation
- Web analytics
- SEO / SEM
- HTML, CSS, JavaScript

EDUCATION

College of Design, NC State University

Bachelor of Environmental Design

VOLUNTEER

TriUXPA Advisory Board 2012-18
NCSU, College of Design lecturer