

Ezio E Magarotto, CUA

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I have over 18 years of experience as a Lead UX / UI Architect and Designer focusing on complex interactions, offering my clients a wealth of best practice and industry knowledge in user experience, design, and research. I am adept at either managing or being part of a team, as well as interfacing with developers or top-level executives. My military background has taught me to thrive in high-stress, time-critical situations in which balance among multiple projects is required.

Expertise & Toolset

- User Experience Design & Information Architecture
- UX Process & Strategy Expertise
- Virtual Reality (VR) UX
- Chatbots & Conversational Interfaces
- B2B/B2C/B2E eCommerce Expertise
- Usability Standards
- Web Accessibility & ADA Audits
- Design Strategy & Leadership
- Interaction Design & Data Visualization
- Mobile Usability & Design
- Sketching, Mockups, & Wire Framing
- Hi Fidelity & Interactive Responsive Prototypes
- Site Maps, Heuristic Evaluation, & Card Sorting
- Persona & Scenario Creation
- User Research Planning, Testing, & Analysis
- Visual Design
- Web Design & Development
- Front End Development (HTML, CSS, JS)
- Axure, Balsamiq, Adobe Creative Suite, OmniGraffle, Visio, PowerPoint

Relevant Work History and Successes

Lead User Experience Designer and Information Architect, ULTA Beauty
10/2016 – 05/2017

CXO & CIO, Answrs, Inc (Private Startup)
03/2016 – Present

- Providing UX strategy and direction for a predictive cloud application
- Providing creative direction and hands on User Experience expertise
- Performing user testing and research

UX & VR Director, GearCommerce (Private Startup)
02/2016 – Present

- Providing UX/UI direction and hands on User Experience expertise for a VR eCommerce Startup
- Building UX best practices for VR environment (Oculus Rift, Gear VR, HTC Vive)
- Performing VR user testing and research

Founder & President, Magarottos, Inc
07/1996 – Present

- Providing UI/UX/UR strategy and solutions to Fortune 50 & 100 organizations and startups

UX Director, Press Ganey
04/2016 – 09/2016 (Managed Three Persons)

- Provided UX leadership and direction to a host of Press Ganey initiatives, both client and internal facing
- Was a dogged evangelist to the benefits of integrating User Experience, User Research, and proper Visual Design into a project's lifecycle
- Actively presented, educated, and advocated for the services of UX to product sponsors and executives in order to integrate UX practices as part of Press Ganey development methodology

- Built, managed, and mentored a team of hybrid UX professionals
- Provided strategic project and resource planning across multiple highly visible initiatives
- Worked intimately with product management to personally concept, design and test future state Press Ganey application functionality
- Acted as a hands on leader, assisting and supporting my team with UX, Visual Design, and User Researcher support and direction
- Campaigned for and developed an organic Pattern Library and Style Guide leveraged across the entire brand of Press Ganey applications

Lead User Interface / User Experience Designer and Information Architect, Press Ganey

03/2015 – 09/2016 (Managed Three Persons)

I was brought in to lead Press Ganey's initiative to pull five disparate client facing applications into one unified and elegant user experience solution. Worked closely with business and product sponsors to drive and assist the formulation and translation of complex requirements into clear and concise user interactions. I provided dozens of development ready annotated wireframes, redlined comps, and an organic prototype. Designed and executed the full suite of user testing and research to influence the final UX and UI. Presented and defended UX direction and decisions to C level executives and mid-level management; as well as acted as a liaison between Business and Development

Lead User Interface / User Experience Designer and Information Architect, Hyatt

09/2014 – 02/2015 (Managed One Person)

Senior User Interface / User Experience Designer and Information Architect, Grainger

03/2012 - 08/2013

Lead User Interface / User Experience Designer and Information Architect, JP Morgan Chase

06/2011 - 03/2012 (Managed Five Persons)

Senior User Interface / User Experience Designer and Information Architect, Allstate Insurance

01/2011 - 06/2011

Lead User Interface / User Experience Designer and Information Architect, Alpine Consulting

11/1999 – 09/2010

ADA Compliance / Web Accessibility Certification Course Development

Developed course materials, certification exam, and Web site for a 2 day ADA class aimed towards developers

Senior User Interface / User Experience Designer and Information Architect, Safeway Food & Drug

- Providing leadership, direction, and implementation regarding UI design and usability
- Providing leadership, direction, and implementation regarding ADA compliance initiative
- Extensive Ajax, CSS, and HTML development to provide cross browser support for IE6, IE7, FF2, FF3, and Safari

Senior User Interface / User Experience Designer and Information Architect, Kraft Foods Inc

- Lead designer on several globally visible Intranet / Extranet Web Sites

Education & Military Service

- HFI's [CUA](#) (Certified Usability Analyst)
- M.A. - Yale University – History and Comparative Religion (Incomplete)
- B.A. - University of Illinois – Double Major of Philosophy and Religious Studies
- United States Army - Active & Reserved Duty
- The iO Theater – One Year Full Improv Tract & Performances (two month run at iO)
- Second City Theater - One Year Full Improv Tract & Performances

Sample Portfolio

- Due to client confidentiality, multiple scrubbed project assets available upon request only

References available upon request

- [Click here to read over 25 recommendations on LinkedIn](#)

Interests

- Performing Improv Comedy (Second City, Annoyance, iO), Writing, Foraging, Photography, Classic Motorcycles & Cars