

## Ezio E Magarotto, CUA

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I have nearly 20 years of experience as a Lead UX / UI Architect, Designer, & Strategist. My focus has been on complex interactions in ecommerce, finance, healthcare, insurance, and other industries. I work tirelessly to offer my clients a wealth of best practice & industry knowledge in user experience, design, & research. I am adept at either managing or being part of a team, as well as interfacing with developers, business and 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, Strategy, & Architecture
- Agile, Design Sprints, & Kanban
- UX Process, Strategy & Leadership Expertise
- B2B/B2C/B2E eCommerce Expertise
- Web Accessibility & ADA Audits
- Interaction Design & Data Visualization
- Mobile Usability & Design
- Sketching, Mockups, & Wire Framing
- Hi Fidelity & Interactive Responsive Prototypes
- Site Maps, Heuristic Evaluation, & Card Sorting
- UX Writing & Editing
- Virtual Reality (VR) UX
- Chatbots & Conversational Interfaces
- Persona & Scenario Creation
- User Research Planning, Testing, & Analysis
- Front End Development (HTML, CSS, JS)
- Axure, Sketch, Balsamiq, Adobe Creative Suite, Zeplin, InVision, Figma, JIRA

### *Relevant Work History & Successes* ([Read over 25 recommendations on LinkedIn](#))

#### **Lead User Experience Designer & Strategist, Chicago Public Schools**

11/2018 – Present

#### **Lead User Experience Designer & Strategist, FTD Brands**

10/2017 – 11/2018

#### **Lead User Experience Designer & Information Architect, Largest Fast Food Chain in World**

09/2017 – 10/2017

#### **Lead User Experience Designer & Information Architect, ULTA Beauty**

10/2016 – 05/2017

#### **CXO & CIO, Answrs, Inc (Private Startup)**

03/2016 – Present

- Providing UX strategy & direction for a predictive cloud application
- Providing creative direction & hands-on User Experience expertise

#### **Co-Founder, The Improv Division (Private Startup)**

11/2017 – Present

- Provide corporations & their employees a new perspective by applying the tenets of improv

#### **UX & VR Director, GearCommerce (Private Startup)**

02/2016 – Present

- Providing UX/UI direction & 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 & research

### **Founder & President, Magarottos, Inc**

07/1996 – Present

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

### **UX Director, Press Ganey**

04/2016 – 09/2016 (Managed Three Persons)

- Provided UX leadership & direction to a host of Press Ganey initiatives, both client & internal facing
- Was a dogged evangelist to the benefits of integrating User Experience, User Research, & proper Visual Design into a project's lifecycle
- Actively presented, educated, & advocated for the services of UX to product sponsors & executives in order to integrate UX practices as part of Press Ganey development methodology
- Built, managed, & mentored a team of hybrid UX professionals
- Provided strategic project & resource planning across multiple highly visible initiatives
- Worked intimately with product management to personally concept, design & test future state Press Ganey application functionality
- Acted as a hands-on leader, assisting & supporting my team with UX, Visual Design, & User Researcher support & direction
- Campaigned for & developed an organic Pattern Library & Style Guide leveraged across the entire brand of Press Ganey applications

### **Lead User Interface / User Experience Designer & 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 & elegant user experience solution. Worked closely with business & product sponsors to drive & assist the formulation & translation of complex requirements into clear & concise user interactions. I provided dozens of development ready annotated wireframes, redlined comps, & an organic prototype. Designed & executed the full suite of user testing & research to influence the final UX & UI. Presented & defended UX direction & decisions to C level executives & mid-level management; as well as acted as a liaison between Business & Development

### **Lead User Interface / User Experience Designer & Information Architect, Hyatt**

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

### **Lead User Interface / User Experience Designer & Information Architect, Allstate Insurance**

03/2014 - 08/2014

### **Lead User Interface / User Experience Designer & Information Architect, Allen Edmonds**

09/2013 - 01/2014

### **Senior User Interface / User Experience Designer & Information Architect, Grainger**

03/2012 - 08/2013

### **Lead User Interface / User Experience Designer & Information Architect, JP Morgan Chase**

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

### **Senior User Interface / User Experience Designer & Information Architect, Allstate Insurance**

01/2011 - 06/2011

### **ADA Compliance / Web Accessibility Certification Course Development**

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

### **Education & Military Service**

- HFI's [CUA](#) (Certified Usability Analyst)
- M.A. - Yale University – History & Comparative Religion (Incomplete)
- B.A. - University of Illinois – Double Major of Philosophy & Religious Studies
- United States Army - Active & Reserved Duty (1987-1997)
- The iO Theater – One Year Full Improv Tract & Performances (two month run at iO)
- Second City Theater - One Year Full Improv Tract & Performances

### **Interests**

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