Antonio Aiello | UI & UX Designer

✉ tristamus@gmail.com 📍 Twin Peaks, San Francisco, CA
💼 http://antonio.design 📱 262.818.2879

Summary

Customer-centric designer with 6+ years of professional UI & UX design experience, including mobile, web and desktop app development. Senior designer responsible for product design from beginning to end, making sure the entire end to end experience for people using those products is as enjoyable as possible.

Tools Sketch | Photoshop | Illustrator | Principle | Marvel | Zeplin | Invision | After Effects

Skills

- iOS, Android, Web and Desktop app development, with strong emphasis on responsive design
- Putting good ideas through the design process: researching, wire-framing, prototyping, usability testing

Experience

Lead UX Designer - Authentication (Mobile & Web)
J.P. Morgan Chase & Co. | Oct 2016 - Current

- Leading the design of identity verification experiences for customers of all products & services offered in J.P. Morgan Chase & Co.'s domains and channels, including the Chase retail mobile app, chase.com & more.

- Evolving the Authentication group's workflow from a waterfall delivery process to an agile & lean UX design process through frequent design workshops & knowledge sharing sessions involving key product, business & development partners.

- Working closely with cross-disciplinary teams across the nation to define the best ways to reduce fraud, increase security, build trust through great experiences & design the vision for future iterations of our products.

- Conducting frequent & extensive research studies pertaining to every aspect of digital authentication experiences, which spans from credentials & biometric usage, to the approval of high-value transactions and beyond.

Lead UI & UX Designer
Revel Systems, San Francisco | Jan 2013 - Aug 2016

- Created intuitive UX for products which facilitated the growth from a local company with ~20 employees to an international company with 750+ employees.

- Designed UI & UX for all of the company's products which are implemented across 6,000+ businesses worldwide including Shell, Focus Brands and Super Bowl 50.

- Led the design vision and execution of software, marketing collateral and company website content. Managed three UI & UX designers, guiding them through design processes.

- Executed the concept, design, launch and marketing of numerous product types including Point of Sale systems, mobile applications, self-service kiosks and e-commerce software.

- Discovered UX pain points from stakeholder feedback and implemented changes in collaboration with Product Management, Engineering and Marketing departments.

- Championed the effort to increase usability and reduce support calls by implementing UX enhancements; accomplished by conducting frequent user testing for all current products.

Education BFA in Game Art & Software Development, The Illinois Institute of Art - Chicago | 2009