

ARIELLE CERINI

MFA
PhD

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ADDRESS
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UX Manager & Platform Strategist

EDUCATION

RENSSELAER POLYTECHNIC INSTITUTE

DOCTORATE OF PHILOSOPHY
ELECTRONIC ARTS
2017-2022

PRATT INSTITUTE

MASTERS OF FINE ARTS
COMMUNICATIONS DESIGN
2015-2017

THE COLLEGE OF WOOSTER

BACHELORS OF LIBERAL ARTS
PSYCHOLOGY
2011-2015

MEMBERSHIPS

INTERACTION DESIGN FOUNDATION

MEMBER SINCE 2021
LOCAL LEADER SINCE 2022

CERTIFICATIONS

AGILE METHODS FOR UX DESIGN

INTERACTION DESIGN FOUNDATION
03.2022

UX MANAGEMENT: STRATEGY & TACTICS

INTERACTION DESIGN FOUNDATION
01.2023

TECHNICAL SKILLS

Digital Design [Adobe Suite: Ae, Ai, Id, Lr, Ps, Pr]
Prototyping [Sketch, Figma, UXPin, Xd]
Front-end Development [HTML, CSS, SASS, JS, Vue, JQuery, Node, React, Typescript, P5.JS, D3, Docker.io, Github]
Design Systems [Storybook, Zeroheight]
Backlog Management [Jira, Azure DevOps]
UX Mapping [Miro, LucidCharts, LucidSpark]
Agile [Scrum, LeSS, & Agile UX]

MANAGEMENT SKILLS

Creating Project Road Maps, Backlog
Prioritization, Creating Project Proposals, 360
Reviews, Process Optimization, Tracking ROIs,
Developing Operational Processes, Mentoring,
Skill development, Agile development, Scrum,
LeanUX, LeSS

INTERESTS

Critical Design, Design Systems, Data
Visualization, Psychology, Photography, Antique
photo printing, Baking, Painting, Drawing, Singing


UX Manager and Platform Strategist with a demonstrated history of creating a generative and truly collaborative work environment that fosters creativity and innovation. Design evangelist who has helped to integrate UX into Agile Scrum work processes. UX designer and front-end developer with experience working on SaaS products and building design systems for enterprise platforms.

Work Experience

UI/UX MANAGER & DESIGN SYSTEM ARCHITECT @ BAM Technologies

06.2021 - 11.2022

Direct Reports: 15

Key Projects: Design System ; Design Onboarding and Hiring processes; Design Thinking Toolkit

Due to the fact that I signed an NDA, these projects are not available in my portfolio

Functioned as UX Manager and Platform Strategist for an enterprise platform.

Developed design thinking toolkit and championed the movement of design as part of agile development teams. Built out design operation processes, such as file management, on-boarding, and interviewing. Was responsible for building out Information Architecture and Project Road Map for the Design System. Lead design scrum ceremonies and helped to develop the company strategy for moving to LeSS.

UI CONSULTANT & RESEARCH ASSISTANT @ RPI - IBM HEALS

08.2020 - 08.2021

Projects: HEALS Health Application (XD) ; Data Incite Design System

Worked to develop a proof-of-concept application for an AI that provided dietary advice to individuals with diabetes. Served as the UI Designer and Front-end Developer for this project. The application built had the look and feel of a native application, it was essentially a PWA.

UI CONSULTANT & RESEARCH ASSISTANT @ RPI Health & Data Science

05.2020 - 08.2020

Projects: COVID-19 Contact Tracing Dashboards (UX PIN) 

Worked as a member of the team of people responsible for developing RPIs COVID-19 Contact Tracing applications. Responsibilities included: performing UI audits of pre-existing interfaces, heading the UI team, giving presentations on design research and its role in UI/UX design, and ensuring the platform is ADA Compliance.

DIGITAL AND PRINT FREELANCE DESIGNER @ Scholastic Education

03.2020 - 03.2021

Developed systems and workflows for asset management. Built out a LinkedIn extension to allow for custom fields to exist within the team's photo database. Coded emails and built out a template library for email design. QA tested Scholastic learning digital platforms. Worked on several other print and branding-related projects.

DIGITAL AND WEB DESIGNER @ NY Cake

04.2016 - 08.2017; 05.2018 - 04.2020

Direct Reports: 1

Projects: NY Cake Academy Website (Figma) , Print Materials

Designed and developed the NY Cake Show, NY Cake Café, and NY Cake Academy websites. Was responsible for all design work for the company, which included the following: website design, signage, packaging, class management system, window displays, social media, etc.

DEVELOPER AND UI/UX DESIGNER @ Pratt Institute Alumni Office

05.2017 - 08.2017

Projects: Pratt Alumni Giving Form

Developed the Pratt Alumni Giving form from start to finish, including the research and ideation process. Created a series of email templates for the company to use that were cross-platform compatible and mobile responsive.