

Erica Jane Ferlazzo

Senior UX/UI Product Designer
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Profile

Seasoned UX Design Maverick & Strategic Innovator | Transforming User Experiences on many platforms | From redefining digital landscapes at Macy's Inc. to pioneering membership journeys at State Dept Federal Credit Union | Honed a unique blend of creativity, leadership, oral and written communication skills, and technical prowess | A proven track record of driving tangible results, from a remarkable 24% increase in conversion rates to national adoption of my designs by many financial institutions across the US | Thrive on crafting seamless, user-centric experiences that captivate and inspire | Armed with a passion for problem solving, flexibility and a knack for staying ahead of industry trends | Bring unparalleled expertise in UX design, business strategy, and skilled cross-functional team collaboration to every project Let's collaborate to revolutionize the way users interact with digital platforms and leave an indelible mark on the world of design | Public Trust

Professional Experience

February 2024 – Present

Global Alliant Inc. | Contract with National Labor Relations Board (NLRB)

Principal UX Designer

Software Application Modernization Redesign

- Led the redesign of the software application using The Human Centered Design: Collaborated with the business team to gather requirements, conducted user interviews, created user journeys and wireframes using Figma, and finalized the design using high fidelity prototypes to for use in user testing and the collaboration with the development team.
- Developed Solutions: Identified multiple user pain points to include, streamlined the data entry process to allow a workflow that is dynamic, guides the user and significantly reduced user completion rates.
- Software: Azure Dev-Ops, Figma, Axure RP

January 2020 - February 2024

Macy's Inc | John's Creek, GA

Senior UX Designer: Colleague Applications, Enterprise, Data Visualization

Enterprise:

- Led the Strategic Design and Development of Tech Gov dashboards using the SAFe Agile methodology. Collaborated with users and the business and development teams

to create a unified view of financial health, project delivery, and roadmap milestones Tech Gov dashboards, offering a unified view of financial health, project delivery, and roadmap milestones across diverse business sectors.

- Spearheaded the creation of actionable KTLO/HW/SW/GCP Billing dashboards and alerts, providing leadership in capturing total cost of ownership insights and detailed project breakdowns. This tool is now used to reduce wasted spending and allow for better asset allocation.

Pricing and Merchandising:

- Partnered with Pricing and Merchandising Teams: Led the design of the new Unified Pricing Management Tool (UPM) streamlining user experiences, seamlessly integrating innovative technologies into one platform combining the abilities of existing legacy systems.
- Using Figma Software Application: Created detailed wireframes and interactive prototypes to facilitate effective communication and collaboration of my design with the development teams.
- Provided instrumental guidance: Instrumental in transitioning the MTech Development Team to Macy's current colleague Design System within Figma, ensuring consistency and efficiency in design workflows.
- Software: Jira, Dev-Ops, Figma, Miro

January 2019 - August 2020

American Pharmacist's Association / APhA Washington, DC

Senior UX Designer: B2C applications

New Member Model Project: APhA was immersed in a project to redefine member types and member products. The applications needed to be responsive and integrate smoothly with our current member management system.

- Directed the design of new membership and renewal applications, aligning with the organization's new member model, strategic objectives and user stories.
- Created detailed wireframes and interactive prototypes: Used to facilitated effective communication and collaboration with development teams.
- Recognized with the 2020 Persi Award: Awarded for Innovation in an Association for the successful implementation of the New Member Model Project.
- Pioneered the adoption of cutting-edge UX design methodologies, introducing agile design methodology across project teams, mentoring and fostering a culture of innovation and collaboration.
- Designed a new Advocacy Center on Pharmacist.com, not only did it integrate seamlessly with our systems, but it provided our members an innovative user centered experience.
- With the onset of the COVID-19: Designed an online coronavirus resource center for Pharmacist.com members on Pharmacist.com providing up to date information relevant for our pharmacists during the pandemic.

- Delivered the Design and Developed of a Virtual Annual Meeting Site: served as an online stand in for our in-person Annual meeting during Coronavirus pandemic, allowing our members access to our valuable education tools, resources and speakers virtually.
- Software: Axure, Adobe XD, Illustrator, Photoshop, Drupal, WordPress, Jira

Professional Experience (continued)

June 2013 - January 2019

State Department Federal Credit Union/**SDFCU** | Alexandria, VA

Web Designer and UX Designer

- Redesigned Online Sign-Up and Loan Application Experience: Led the redesign of SDFCU's online sign-up and loan application processes. Conducted extensive research of best UX practices, user interviews and user-testing to create a seamless user experience. Streamlined the process of applying for membership while simultaneously applying for a loan, resulting in improved efficiency and resulted in a significant increase in conversion rates by over 24%.
- User Flow Creation and Mockup Design: Developed user flows and mockups to visualize and iterate on the redesigned application experience. Conducted case studies to conduct user testing and gather feedback for iterative improvements.
- Software: Adobe Suite to include Illustrator, InDesign and PhotoShop, Drupal, Axure and Jira
- Global Adoption of Designs: The redesigned application experiences were adopted by third party vendor Meridian Link and are currently being used by financial institutions nationally. This global adoption underscores the success and impact of the design solutions developed for SDFCU.

Professional Skills

- Wire-framing, Personas, User Flows, Site Maps
- User Research, User-Testing: A/B, QA, Usability Testing, Focus Groups
- Journey Mapping, Storyboards
- High Fidelity and Rapid Prototyping - Figma, Adobe XD, Axure Design Tools
- SAFe Agile, Agile Scrum, Agile and Design Thinking Methodologies (Desirability, Viability and Feasibility)
- Human Centered Design (HCD) and Human Computer Interaction HCI
- Typography, Iconography, Graphic Design, Visual Design, Style Guides, Design Systems
- HTML and CSS
- Extensive Drupal Experience (over 8yrs) and other CMS (Content Management Systems)
- Excellent Communication Skills and Collaboration Skills
- B2C, B2B

- Retail, Fintech and Health Care Experience
- Miro, Jira (Project Management Tool), Microsoft Office Suite, Adobe Creative Suite, Trello and Dovetail
- Product Design, Digital Design, UI Design, Mobile App Design, User Interface Design and Interaction Design
- Excellent Problem-Solving and Prioritizations Skills
- Extensive knowledge of Web Content Accessibility Guidelines (WCAG) and 508 Compliance

Education

- Bachelor of Science Environmental Science

University at Buffalo (SUNY)

- Multi-Media Design and Development
The Art Institute of Washington

