**Erica Jane Ferlazzo**

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**Senior UX Designer**

Experienced UX Design Leader with 10+ years of expertise in designing human-centered, web-based, and software solutions across complex domains and multiple platforms. Skilled in leading and mentoring design teams, fostering collaboration, and driving innovation in user research, interaction design, and visual storytelling. A visionary in design strategy, blending user insights with business objectives to create intuitive, engaging, and accessible experiences that delight users and deliver measurable impact.

**Core Competencies**

✅ User Research (Qualitative & Quantitative)  
✅ Experience Leading and Mentoring Design Teams  
✅ Expertise in Design Systems & Visual Design Governance  
✅ Deep Understanding of **WCAG & Accessibility Standards**  
✅ Agile & Scrum Leadership in UX Development Lifecycle  
✅ Collaboration Across Cross-Functional Teams  
✅ AI and Data-Driven Mindset for Optimizing UX  
✅ Fintech, E-commerce, Government & Enterprise UX  
✅ Problem-Solving and Strategic Design Thinking

**Professional Experience**

**UX/UI Designer**  
FedTec (Contract with AmeriCorps)  
September 2024 – Present

* Spearheaded UX research initiatives, conducting interviews, usability testing, and surveys to optimize AmeriCorps' digital experience.
* Led the redesign of the application process and candidate management portal, significantly improving the onboarding experience.
* Created user journey maps and personas to visualize user interactions and highlight opportunities for design improvements.

**Principal Product Designer**  
Global Alliant Inc. (Contract with National Labor Relations Board)  
February 2024 – September 2024

* Led the end-to-end transformation of NLRB’s complex legal case management system, simplifying workflows for attorneys, judges, and administrators.
* Designed wireframes and developed high-fidelity prototypes using Axure and Figma to address customer needs and business requirements.
* Conducted usability testing and data analysis, iterating on designs based on actionable feedback.
* Achieved a solution that increased work force performance and reduced time spent by 32%.

**Senior UX Designer**  
Macy’s Inc. – Johns Creek, GA  
January 2021 – February 2024

* Led the UX strategy for enterprise-level internal tools, driving a 20% increase in task efficiency.
* Conducted user interviews and usability tests to inform design decisions and iteratively optimize user experiences.
* Regularly conducted field research, visiting stores to gather employee and customer feedback to refine retail UX solutions.
* Ensured compliance with WCAG 2.1 AA accessibility standards, making designs inclusive and user-friendly.

**Senior UX Designer (B2C Applications)**  
American Pharmacists Association (APhA) – Washington, DC  
January 2019 – August 2020

* 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 development of new membership and renewal applications, ensuring seamless integration with the organization’s member management system.
* Recognized with the 2020 Persi Award: Awarded for Innovation in an Association for the successful implementation of the New Member Model Project.
* Championed Agile design methodologies, introducing iterative design sprints and fostering a culture of UX-driven innovation.
* 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 to donate to APhA.
* 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.

**Web Designer & UX Designer**  
State Department Federal Credit Union (SDFCU) – Alexandria, VA  
June 2013 – January 2019

* Led a major redesign of SDFCU’s online banking and loan application processes, streamlining the experience for thousands of users.
* Streamlined the process of applying for membership while simultaneously

applying for a loan, resulting in improved efficiency and in a significant

increase in conversion rates by over 34%.

* Designed a scalable application experience that was later adopted nationwide by financial institutions through a third-party vendor. This global adoption underscores the success and impact of the design solutions developed for SDFCU

**Education**

**Bachelor of Science, Environmental Science**  
University at Buffalo (SUNY)

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

**Technical Skills**

* **Design Tools:** Figma (Expert), Axure, Miro, Sketch
* **Knowledgeable in Atomic Design**, Object Oriented UX and Modular Design
* **Data-Driven UX Research:** Surveys, Interviews, Card Sorting, Usability Testing
* **Prototyping & Wireframing:** Interactive Low/High Fidelity Models
* **Design Thinking:** Workshop Facilitation, Personas, Journey Mapping
* **Data Analysis & Documentation:** Research Findings, Reports, Presentations
* **Agile Development & Collaboration:** Agile Development, Jira, Confluence
* **Mobile app & Responsive design**: Optimizing multi-platform user experiences

**Key Achievements**

* **20% improvement in task efficiency** at Macy’s through user-centered design and iterative prototyping.
* **34% increase in conversion rates** at SDFCU through optimized user workflows and financial application redesigns.
* **2020 Persi Award** for innovation in improving user experience at APhA.
* **PEGA** Business Architect 24.2 Certification for strategic UX and process automation.