

THOMAS ALATI

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SENIOR USER EXPERIENCE DESIGNER

User Experience Designer with a wide range of experiences ranging from financial products, e-commerce, and advising Fortune 100 companies on creating custom applications and tools. Played an integral role at the convergence of design and development, building products focused on the customer powered by research and analytics. Created a wide range of products across many industries - from websites focused on responsive design, iOS and android apps, to single page applications. Passionate leader and hardworking team member that balances processes, stakeholders and business needs.

Core Strengths:

User Experience | Product Design | Website Design | Responsive Design | iOS and Android Apps | Site Map Definition | User Flow Creation | Heuristic Analysis | Inventories | User Research and Testing | Workshop Creation | Wireframes Interactive Prototypes | Project Management | Agile Methodologies | Scrum | Design Thinking | Design Systems

PROFESSIONAL EXPERIENCE

Prudential Financial, New York, NY
2019

September 2016 – May

Experience Designer

Lead Experience Designer for Prudential's first direct to consumer products. Pre-planned, assembled core team, ran design sprints and collaborated directly with product owners, developer and stakeholders. Conducted extensive user research and testing throughout product lifecycle.

- Created and launched Prudential's first digital direct to consumer annuity product: Guaranteed Income for Tomorrow. A first for Prudential but also the insurance industry.
- Worked in a highly collaborative environment directly with numerous product owners, developers, business partners, and key stakeholders, in order to effectively communicate experience.
- Spearheaded human centered design and design thinking to ignite our products by facilitating workshops to build empathy, generate ideas, build prototypes, gather feedback, and launch innovative financial products.
- Scaled a Design System across the enterprise and grew design system from a ten-person team to cross organizational structure. Functioned as Product Owner, while continually motivating team, tracking progress, reporting progress and gathering feedback to improve efficiency across the company.
- Designed and launched core new products to market: Alerts and Notifications, Status Trackers, Service Center, Absence Management and Benefit experiences, all focused on reducing call volume and proactive servicing. Worked across product teams to drive forward a uniform harmonious experience while our design system.
- Launched Prudential Design on Medium to promote brand, design thinking, while driving talent and publishing our innovative use of technology, process and people.

American Express, New York, NY

March 2015 – July 2016

Experience Designer

Led the creation of core experiences across B2C for AmericanExpress.com properties. Worked collaboratively with an agile team of front-end developers, back end developers, product managers and stakeholders.

- Redesigned Online Card Replacement which dramatically reduced call volume and increased completion rate.
- Redesigned Online Disputes process for all markets.
- Spearheaded Check Spending Power and other utilities for our card members.

Saks Fifth Avenue, New York, NY

June 2014 – October 2014

UX Manager

Crafted and slotted user stories and led technical grooming sessions with agile team. Worked with a co-located and dedicated agile team of UI/UX'ers/developers/product owner and project manager.

- Designed and implemented PayPal as a method of payment across all devices.
- Designed and Implemented enhancements as needed.
- Increased conversion during checkout in order to boost sales and drive revenue.

BrightStarr, New York, NY**January 2013 - June 2014****UX Designer**

Clients: Booz Allen, Boston Scientific, ADP, Aveo, MLS, Acushnet, Hedgefunds.

- Created custom Enterprise Software solutions, such as dashboards, workflows, internal tools, for Fortune 500 clients.
- Spearheaded a lean methodology throughout the company. Produced low and high fidelity wireframes, site maps, content inventories, process flows and documentation.

EMC, New York, NY**October 2011 - January 2012****UX Designer**

- Created, designed and delivered all wireframes, sitemaps, and deliverables for an AT&T Helpverse, an online help website along with internal reporting tool. Redesigned iPhone app.

Thomson Reuters, New York, NY**June 2011 - October****2011****UX Designer**

- Created wireframes and site maps for Thomson ONE Wealth Management iPad App.
- Worked directly with Creative Director on design of iPad app.
- Conducted discovery and research on mobile trends and competitive landscape.

LivelIntent, New York, NY**Summer 2010****Product Discovery Intern**

- Created custom Enterprise Software solutions, such as dashboards, workflows, internal tools, for Fortune 500 clients. Clients included: Booz Allen, Boston Scientific, ADP, Aveo, MLS, Acushnet, Hedgefunds.

EDUCATION

Bachelor of Science in Marketing | Minor in Electronic Commerce

University of Scranton, Scranton, PA

TECHNICAL SKILLS

Sketch | Figma | Bootstrap | Flint | UserTesting.com | Invision | Adobe CC | HTML | CSS | Miro | JIRA | Trello | Webflow