Federica Costa Weisman

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Lead UI/UX Designer | Senior Product Designer

Proactive Lead Product Designer with solid foundation in graphic design across digital and print media. Expertise in crafting product strategy aligned with user needs and technology. Effectively prioritizes design decisions which resonate with user research. An advocate for comprehending user behavior and enhancing functionality to genuinely enrich the lives of individuals and uncover the product's true value. Has undergone extensive training in Industrial Design, Graphic Design, Marketing, and User Experience Design.

CORE PROFICIENCIES

- Interaction Design
- iOs/Android Design
- User Research Persona
- User Journey/Flow
- Information Architecture
- Sketches/Wireframes
- Low-Fi/High-Fi Prototypes
- Responsive Web Design/HTML & CSS
- Usability Testing
- A/B Testing
- Conversation AI
- ADA Compliance
- Mentorship
- Cross-Functional Leadership
- Design System

PROFESSIONAL EXPERIENCE

InRhythm
Lead UX/UI Designer / Lead Product Designer | New York, NY — 2020 – Present

- Lead UX/UI process from user interview to UI design for major clients including Wayfair, Admina Health, and American Express
- Responsible for the full life cycle of each project including research, ideation, Visual Design, and Design documentation
- Conduct workshops with stakeholders and designers to ensure alignment in wireframes and prototypes
- Spearheaded Conversation AI integration for Customer Service Platform with $3,600,000 in chat/SMS handle time savings
- Redesigned "Report a Problem Workflow" for both customer and Customer Service yielding over $20 Million savings for Wayfair
- Supported Admina Health playing a crucial role in establishing cohesive brand identity for interface through design and launch

Deloitte Digital
Senior UX Designer/Interaction Designer | New York, NY — 2018 – 2020

- Coordinate with project managers and meeting with clients to review Business Requirements Documents and align project goals
- Create wireframes/prototypes, briefs for research team, and assist with user testing to summarize feedback and iterate designs
- Guided UBS through redesign of financial platform including BRD revision and collaboration with client-side User Experience team
- Pivotal in design and successful launch of cutting-edge Wealth Management platform for UBS
- Showcased leadership skills by leading design initiative for Digital Account Transfer (DACAT) for UBS including planning, collaboration, and cross-functional leadership enhancing user experience and contributing to technological innovation

Bloomberg LP (Digital Media Mobile Department)
UX/UI Design Lead | New York, NY — 2014 – 2018

- Involved in the design of consumer mobile applications, web products, product launches, and associated marketing campaigns
- Utilized data from analytics, eMarketer, and other online sources to identify user trends and behaviors to inform design choices
- Built use cases by directing and leading creation of user-flows, wireframes, and both low-fi and high-fi prototypes
- Oversaw successful design and launch of the Bloomberg Consumer Application which received acclaim from users worldwide
- Championed design vision through comprehensive UX/UI kit and Design System guidelines ensuring cohesive user experience
- Stewarded redesign of newsletter subscription process (landing pages, confirmation e-mails/invites) increasing conversion by 12%

Bloomberg LP (Digital Media Mobile Department)
Senior Design Lead | New York, NY — 2011 – 2014

- Led the design, production, and publication of Bloomberg Business Week and Markets Magazine on mobile devices
- Guided review and analysis of user tasks, driving recommendations for improved functionality and user experience
- Oversaw successful marketing campaigns for all Bloomberg Consumer Applications
- Provided mentorship to junior designers to foster their development and contribute to overall success of the design team

TECHNICAL SKILLS

Figma, FigJam, Miro, FullStory, Sketch, InVision, Axure RP, Adobe Creative Suite, Adobe XD, Usertesting.com, Jira, Confluence

EDUCATION

New York University, New York, NY, *UX Design Certificate*
AIV of Villafranca, Verona, Italy, *Certificate in Marketing*
Accademia Europea, Verona, Italy, *Graphic Design*

Università del Progetto, Reggio Emilia, Italy, *Industrial Design Course*
Lorenzo Calabrese Institute, Verona, Italy, *Accounting*