

**Address**

240 Astor Place Northbrook IL 60062

**Portfolio** [www.ritasky.com](http://www.ritasky.com)

**Email** [rifeldm@cap.org](mailto:rifeldm@cap.org)

**Tel.** (847) 736-1762

**Rita Feldman**

**PRODUCT | USER INERFACE DESIGN  
MOBILE APP DESIGN | UX RESEARCH  
INFORMATION ARCHITECTURE | AGILE UX STRATEGY  
DIGITAL COMMERCE | B2B SOLUTIONS**

## **SUMMARY**

Senior level UX Designer | Architect | Researcher | Strategist specializing in creating digital experiences for various persona types and devices, catering to consumer demand as well as fulfilling organization’s long term vision.   
At W.W. Grainger, was responsible for 10% increase in customer acquisition after optimizing an online registration process.

## **SKILLS | TOOLS**

**Architecture**

Data Visualization

User flows, journey and site maps

Storyboarding

**Design**

Wireframing | Prototyping (high & low fidelity)

Mobile (responsive/adaptive/native apps)

Brand Identity

Style Guide

Sketching (custom illustration)

Template (print, email, UI)

**Research**

Persona Study

End-to-end Usability Testing

**Tools**

Google Analytics

Adobe Creative Suite (XD, Illustrator, InDesign, Photoshop)

Axure

Figma

InVision

Justinmind

Sketch

Tableau

Wrike

**Foreign Language**

Russian (fluent)

## **WORKED WITH**

Caterpillar

John Deere

Ogilvy & Mather

Walgreens

## **AWARDS**

**American Business Awards**

2015 Silver Stevie Award Winner for Best Interface Design (DriverView / Wheels, Inc.)

Logo

Description automatically generated

AUG 2012 -

SEP 2015

## **EXPERIENCE**

JUL 2019 -

PRESENT

**College of American Pathologists** (Northfield, IL)   
Senior UX | UI Designer

* Support various teams/projects in the enterprise by creating high- and low-fidelity wireframes, interactive prototypes for usability testing, user flows, journey maps to support customer and member-facing desktop/mobile applications
* Lead UX effort for redesigning legacy desktop applications
* Manage contracted UX/UI resources on various projects
* Utilize customer survey insights to improve customer and member online experience
* Establish and maintain a UI brand style guide to support communicating brand guidelines to vendors and front end developers
* Educate colleagues about UX and best practices via workshops
* Compose usability test scripts for various user roles in the lab
* Conduct one-on-one interviews with customers during qualitative research
* Collaborate with the business and marketing/communications to understand UX involvement and allocation

**Walgreens Boots Alliance** (Deerfield, IL)  
Senior UX Designer Consultant

* Produced site maps, user flows, journey maps and high-fidelity wireframes for service member-facing desktop/mobile application to support retail pharmacy workflow
* Established consistent UI component guidelines after leading a design audit effort across 5 desktop/mobile applications
* Increased delivery efficiency on two cross-functional teams by providing fully annotated high-fidelity wireframes
* Composed test scenarios for various user roles in retail pharmacy and created materials to support user research

**W.W. Grainger** (Chicago, IL)   
Senior UX Architect Consultant

* Responsible for 10% increase in customer acquisition by leading user research and optimization an online registration process
* Increased delivery efficiency on two cross-functional teams by providing fully annotated high-fidelity wireframes
* Increased consumer satisfaction by utilizing web analytics applications to quickly identify and address user challenges
* Educated product management about design trends and best practices by conducting white-boarding sessions and heuristic design evaluations

**Cars.com** (Chicago, IL)   
Interaction Designer Consultant

* Increased lead generation in the most visited pages within Cars.com Sell & Trade channel by improving design and user experience
* Increased efficiency during a responsive design initiative (translating desktop online experience to all screens and devices) by utilizing sketch-to-code and “mobile first” methodologies
* Contributed to Cars.com brand style guide by submitting online form design patterns

**Wheels, Inc.** (Des Plaines, IL)  
UX Architect | UI Designer | Web Developer

* Increased efficiency during migration of a large-scale B2B desktop application with several layers of user types by providing fully annotated high-fidelity wireframes, containing business, design and data model requirements
* Created a bridge between IT and marketing departments, maintaining brand identity across multiple client-facing & internal applications and company digital & print media
* Increased customer test panel satisfaction by 100% after conducting usability test sessions and implementing solutions to address user challenges

JUL 2018 -

JUNE 2019

OCT 2016 -

MAY 2018

NOV 2015 -

SEP 2016

## **EXPERIENCE continued**

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## **EDUCATION**

SEP 1992 -

JUN 1995

**JGSullivan Interactive, Inc.** (Rolling Meadows, IL)  
Visual Designer | Web Developer | Content-on-Demand Specialist

* Increased efficiency by creating and building templated frontend design concepts for content-managed websites, intranets, microsites, landing pages and web banners
* Eliminated company expenses of outsourcing additional frontend development resources by producing hand-written code concentrating on cross-browser compatibility and semantic markup   
  (HTML, DHTML, XHTML, XML, CSS, jQuery)
* Cut clients and vendors traveling expenses 50% by creating educational PowerPoint presentations, outlined specifications, ready-to-use templates
* Saved revenue by recommending less costly design and development solutions

**Formerly Known as American Nurseryman Publishing Co.** (Chicago, IL)   
Visual Designer | Junior Art Director

* Increased efficiency during migration of a large-scale B2B desktop application with several layers of user types by providing fully annotated high-fidelity wireframes, containing business, design and data model requirements
* Saved time on packaging and delivering digital assets to the printer facility by implementing FlightCheck application

**Columbia College** (Chicago, IL)

B.A. Liberal Arts

MAJOR Advertising / Visual Design

MINOR Marketing

AUG 2000 -

MAY 2012

JUN 1998 -

AUG 2000

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