

SEP 1991

JUN 1995

JUN 1998

AUG 2000

AUG 2000

MAY 2012

AUG 2012

SEP 2015

NOV 2015

SEP 2016

OCT 2016

MAY 2018

JUL 2018

JUNE 2019

Portfolio[**ritasky.com**](http://ritasky.com/)Email**rita@ritasky.com**Tel. **(847) 736-1762**

## **EXPERIENCE**

**Walgreens Boots Alliance** *Senior User Experience 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** *Senior User Experience 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** *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.** *User Experience 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

**JGSullivan Interactive, Inc.** *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

**American Nurseryman / Grand View Media** *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

## **EDUCATION**

**Columbia College (Chicago, Illinois)**

B.A. Liberal Arts

MAJOR Advertising / Visual Design

MINOR Marketing

**Rita Feldman (RITA SKY)**

**INFORMATION ARCHITECTURE & STRATEGY
PRODUCT / USER INERFACE DESIGN
DIGITAL COMMERCE & B2B SOLUTIONS**

## **SUMMARY**

Senior level UX Architect / Strategist / Designer specializing in creating digital experiences

for various user 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

Wireframing / Prototyping (high & low fidelity)

**Design**

Image Processing

Mobile (responsive/adaptive/native apps)

Sketching (custom illustration)

Template (print, email, UI)

**Research**

Persona Study

Usability Testing

Web Analytics

**Tools**

Adobe Analytics

Adobe Creative Suite (Illustrator, InDesign, Photoshop)

Axure

Figma

Highcharts

HTML5 / CSS3

IBM TeaLeaf

InVision Enterprise

Justinmind

Pageflex

Sketch

Tableau

UXPin

**Foreign Language**

Russian (fluent)

## **WORKED WITH**

Caterpillar

John Deere

Ogilvy & Mather

## **AWARDS**

**American Business Awards**

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