**Sharon A. Orienza**

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**Lead User Experience Researcher and Information Architect**

A Lead User Experience Researcher and Information Architect that is passionate about creating efficient, functional design and a positive user experience. In eighteen years, I have worked independently, collaborated on teams, and have led both on-site and offshore teams with great success. My experience ranges across multiple industries and various degrees of development: from simple mobile apps to integrating complex multi-system platforms into a unified, seamless experience. I help people understand how to use complex systems so that they seem less intimidating and more intuitive to use.

**Expertise**

Management of Staff UX Strategy & Planning Strategic Roadmaps Journey Mapping 508 Compliance Standards

Information Architecture Heuristic Evaluations Workflow Diagrams A/B Testing Personas and Scenarios Requirement Elicitation Usability Testing and Scripting Competitive Audits Prototyping Affinity Diagramming

Pluralistic Walkthroughs Conceptual & Visual Design Storyboarding Wireframing Remote Team Collaboration

**Experience**

**Eaton – Pittsburgh, PA • May 2019 – Present**

*Lead Sr User Experience Engineer (Consultant)*

***Industry:*** *Solar Energy and Electronics – Enterprise Applications*

Spearheading UX strategy for Eaton COE of Application’s projects that will be implemented at the end of 2020 and beyond. Each plan is a combination of generative and evaluative (quantitative and/or qualitative) research and requirement gathering initiatives; customized to support Business Unit’s goals, stakeholders’ and users’ requirements. Plans focus primarily on best practices within the development confines and complexity of each project. Roadmap frameworks opportunities to build out a versatile UX team.

* Discovery research conducted re-framed the initial problem and scope of two projects, resulting in savings of over $100K.
* New processes implemented for requirement gathering reduced time spent from three months down to one month.

**Projects:** BidManager Take Off Studies, Edison Metering Application, Project Washington Plant Monitoring, No-Touch–Low-Touch.

**BlueWave Solar (BWS) – Boston, MA • November 2018 – May 2019**

*Lead User Experience Architect (Consultant via Orienza Designs)*

***Industry:*** *Solar Energy Development*

Developed a UX/CX strategy plan for BlueWave’s leadership team which enables a small team to steer designs based on user research. Implementation began in the second half of 2019. Research plan focused on supplying BWS insight into their customer base and determining market opportunities for various offerings of alternative energy: outlining a combination of quantitative and qualitative methods. Objective was to identify personas of potential customers; how users researched alternative energy options, as well as how they worked through the applications process and portals in BlueWave’s offerings.

**Orienza Designs – Pittsburgh, PA • July 2000 – November 2018**

*Sole Proprietor and UX Strategist/Researcher*

***Industry:*** *Advertising and Design Firms, Clients from Various Vertical Markets*

Provided full-service UX Research/Design services to advertising and design firms. Developed Scope of Work (SOW) outlines and proposals for the development and implementation of customized UXD strategies that included: defining problems and goals through quantitative and/or qualitative research; creation of low to high fidelity designs and prototypes and formal findings and recommendation reports. Other deliverables such as graphics, web, multimedia and print design were offered on a per-project basis. Mentored Junior Designers on software, proper research methodologies to gain unbiased reporting, and analysis and reporting of data.

Projects initially ranged from simple mobile apps and responsive web design; later expanding services into the research and design of more complicated desktop and SaaS applications.

**Clients:** MARC Advertising, Adam Filippo & Associates, Gray Baumgarten Layport, Inc, Farmers Insurance, Gold Eagle, The Carnegie Museum of Natural History, The Andy Warhol Museum, The Carnegie Museum of Art, Transitions (eyewear), Pittsburgh Pirates, Pittsburgh Penguins, The Buffalo Bills, M&T Bank, National City, FedEx, Rite Aid, University of Pittsburgh and Allegheny General.

**Thomson Reuters – Sewickley, PA • May 2017 – November 2018**

*Lead Principal User Experience Architect (Consultant)*

***Industry:*** *Legal, Billing and Matter Tracking Software*

Developed and implemented UX research strategy and created functional designs for two major software redesigns within the Thomson Reuters family of software: transitioning old desktop applications into SaaS, cloud-based models. I facilitated discovery and design requirement sessions that re-framed efforts on 2 modules of the application, creating goals for user testing, conducting tests and reporting results to stakeholders for approval and resource estimations.

In addition to research and design responsibilities, I led a hybrid distributed/remote team of five fulltime employees and one consultant: 2 UX/UI Designers, 1 UX Developer, 2 hybrid UX Researchers and a Graphic Designer.

* Requirement gathering and UX Research and Design initiative I implemented resulted in a 200% increase in their SUS (System Usability Scale) scores: bringing initial testing scores of low 40s for one application up to 80.
* Introduced requirement elicitation meetings which resulted in proof-of-concept prototypes with documentation: significantly improving communication between Business and Development departments while eliminating ambiguity in requirements.

**Projects:** Elastic Search for eBillingHub and Mattersphere, eBH’s Admin site, eBH Tracking, Billing and Reporting modules.

**Autosoft DMS – West Middlesex, PA • August 2016 – April 2017**

*Lead User Experience Engineer (Consultant via Orienza Designs)*

***Industry:*** *Automotive, Software*

Initially brought on to develop their UXD strategy and execute user research for a major software redesign of their DMS (Dealership Management System). Project involved transitioning the desktop-based DMS software application into a SaaS cloud-based application. Was kept on retainer afterwards to establish a UX presence that would be embedded within their development team.

* Introduced field study discovery work into their work processes and conducted research with dealerships throughout Pennsylvania and Ohio.
* Developed and led a partially remote team in less than 3 months time where none existed before. Team consisted of 4 fulltime employees and 1 intern: 1 UX/UI Designer, 2 BAs, 1 UX Research Consultant and a Visual Design Intern.

**Projects:** UX Strategy Roadmap, Sales F&I overhaul, Accounting Module Design.

**UPMC Healthcare – Pittsburgh, PA • October 2015 – July 2016**

*Lead User Experience Designer and Strategist (Consultant)*

***Industry:*** *Healthcare/Health Insurance, Software*

HCI consultant that developed UXD strategy and conducted UXD research for a major software redesign of HealthPlaNET: transitioning the desktop software application to a more streamlined, SaaS cloud-based application. Facilitated discovery and design requirement sessions with SMEs and stakeholders both in-person and remotely. Developed UI guidelines and patterns for junior designers to utilize in developing prototypes.

* Supervised 2 fulltime, in-house employees: 1 Junior UX/UI Designer and a Graphic Designer.

**Projects:** UX Strategy Roadmap, UX process and Kanban implementation into TFS (web version of Visual Studio), User Research: Assessments, Medication Search and Review, Timeliness and 30-Day Readmit Regulatory Discovery.

**FedEx – Pittsburgh, PA • March 2015 – October 2015**

*Lead User Experience Designer (Consultant)*

***Industry:*** *Logistics*

Conducted research projects for a large mobile and cloud-based software development initiative which included competitive research, field tests and usability tests. Lead brainstorming sessions and requirement gathering sessions with mobile team. Advised Dev Manager on software purchases and resource allocations for development of a UX team. Supervised and mentored 1 fulltime, in-house Junior UX/UI Designer.

* Evangelized UXD awareness throughout FedEx Ground by conducting bi-weekly brown bag sessions.

**Projects:** UX Strategy, Navigational Hierarchy Mapping, Content Inventory and Formative User Research Initiative for Dock Manager Mobile and Longhaul/Loadboard projects.

**PNC Financial Services Group – Pittsburgh, PA • June 2011 – February 2015**

*Online Product Manager, Senior UX Designer*

***Industry:*** *Financial Services Industry – HR, Customer Care, eBusiness and Payments*

Product Manager and advocate for IA/UXD initiatives for Online Banking—Mass Market. *Previous position:* was the Lead UX Designer and Product Manager on the development of Pathfinder, a $10M initiative that presented multiple HR resources, benefit applications and management tools into one convenient portal for PNC employees, management and HR administrators.

* Developed Product Roadmaps and planning strategies for consumer-facing products.
* Performed user needs assessments and created high-end business requirements (epics).
* Defined and published taxonomy structure for the creation of a self-service search for FAQs knowledgebase project.
* Partnered with the SEO team to analyze consumer trends to identify development opportunities.
* Collaborated with business stakeholders, Legal and Risk-Management teams to define project goals and requirements.

**Projects:** Pathfinder, PNC Online Banking Refresh, Customer Service Form Integration with Smart Search, FAQ Self-Service Project.

**Thermo Fisher Scientific – Pittsburgh, PA • June 2008 – June 2011**

*Information Architect and UXD Specialist*

***Industry:*** *eCommerce/Biotechnology Industry*

Led IA/UXD efforts for website enhancements on FisherSci.com, an e-commerce website which generated over $1B in revenue a year. A contributing member of the team that completely revamped both the backend and frontend of the Thermo Conduit site; enhancing the research workflow and buying experience for researchers and lab assistants. Defined the taxonomy structure for the Endeca Search Project and developed and maintained the rules for search results. Guided and directed offshore teams for backend projects such as the Admin Tool for Super Users and search/browse functionality on the FisherSci College Bookstore sites.

* Authored high-level project requirements and composed SOW (Scope of Work) documents for budget approval.
* Executed heuristics assessments of existing sites, documenting opportunities for improvements.
* Produced low and high-fidelity wireframes and prototypes for stakeholder reviews and usability studies.
* Developed Usability Scripts and facilitated usability tests.
* Conducted UAT with business stakeholders utilizing high-fidelity prototypes.
* Spearheaded development and maintained a Pattern Library for the redesign of the Thermo.com site.
* Conceived, produced and maintained a *Competitive Features Analysis* report for Fisher Scientific.

**Projects:** Search Utilizing Endeca’s Search Engine, Thermo.com eComm Website Redesign, User Account and Admin Screens and Procurement Application Enhancements, DNA Configurator Tool and Lab Design Wizard.

**MDNetSolutions – Pittsburgh, PA • November 2007 – June 2008**

*Senior UX/UI Designer and Project Manager (Consultant via Orienza Designs)*

***Industry:*** *Healthcare*

Managed an internal creative and an offshore development team located in the Philippines for a startup that specialized in online marketing and lead-based tracking systems for bariatric practices.

* Assessed clients’ current website architecture and proposed opportunities for future site expansion.
* Proposed content enhancement opportunities to clients for new website designs.
* Produced and designed storyboards, wireframes, prototypes of UI for presentations, client approvals, and team reviews.
* Identified opportunities in UI for Search Engine Optimization and proposed options to clients.
* Researched trends in social media, web and mobile application development in order identify potential opportunities for expansion of online service offerings.

**Accounts:** NIX Healthcare of San Antonio, Southeast Bariatrics, Bluegrass Bariatrics and Arizona Lapband

**VERTIS Communications – Pittsburgh, PA • May 2007 – October 2007**

*Senior Web Designer for Dick’s Sporting Goods (Consultant via Orienza Designs)*

***Industry:*** *Retail, eCommerce*

Lead for a small creative team that conceptualized, designed, and implemented a new online initiative which included editorial components and interactive online circulars for a national sporting goods chain.

* Managed communication and scheduled work with Trafficking Manager.
* Directed the design work of 2 Junior Visual Designers and supervised UI Developers under contract.

**Account:** Dick’s Sporting Goods, a full-line sporting goods retailer operating 850 stores in 47 states.

**BUILD IQ – Pittsburgh, PA • March 2006 – May 2007**

*Lead Designer – Product Development (Consultant via Orienza Designs)*

***Industry:*** *Education – Homebuilding/Real Estate*

Design lead for a $4M initiative for Pulte Homes’ Online Building Encyclopedia. Additional responsibilities included developing marketing pages and LMS courses for their website.

* Oversaw an online marketing group that maintained and updated the company’s four marketing sites; team consisted of 2 Writers, 3 Designers, and 2 Frontend UI Developers.
* Produced storyboards, wireframes, and prototypes for brainstorming sessions, user testing, board presentations and approvals.
* Performed analyses of taxonomy, usability, and design of UI for search and browse utilizing Clusty search engine.
* Collaborated with an internal team of writers, subject matter experts and developers to produce online courses.
* Developed use cases and guided project teams in the planning and implementation of user interfaces and courseware
based on documentation findings.

**Accounts:** Pulte Homes, Morrison Homes, Beazer Homes, John Laing Homes, K Hovnanian and Shea Homes.

**EDMC Online – Pittsburgh, PA • June 2005 – March 2006**

*Web Designer, Developer – Instructional Media Developer (Consultant via Orienza Designs)*

***Industry:*** *Education – Higher Education*

A lead member of an online startup established by one of the largest providers of private post-secondary education in North America; Education Management Corporation. The team was responsible for the initial development of the company’s online presence for their schools, as well as researching SEO and online educational trends. After initial marketing/ecommerce sites were developed, my team was tasked with developing interactive courses for the newly implemented LMS (Learning Management System).

* Managed an offshore design and development team that doubled in size in less than six months.

**Accounts:** The Art Institutes, Argosy University, South University and Brown Mackie College

**Magee-Womens Hospital/UPMC – Pittsburgh, PA • July 2001 – June 2005**

*Senior Designer – Web and Print*

***Industry:*** *Healthcare, Education and Research*

Created numerous websites, online software solutions, and interactive courses for one of the premiere research hospitals in the nation.

* Assessed the information architecture of websites and reviewed website navigational schemes and content inventory.
* Made change recommendations to clients utilizing storyboarding, wireframes and design prototypes.
* Analyzed legacy interfaces and provided usability recommendations based on contextual inquiry and user testing results.
* Supervised external vendor work, junior staff and design interns.

**Projects:** The Center of Excellence Site, Online Pharmaceutical Inventory Application, Find a Physician Application, Maternity Ward Virtual Tour, Magee Birthday Party Site, Mammogram Registry, The Center for Disabilities Website and Appointment Registration.

**Accounts:** Magee-Womens Hospital, The Research Institute, International Womencare Foundation and UPMC

**Education**

**Master of Science (MS), Human Computer Interaction (HCI); 2016**

DePaul University, Chicago, IL

3.85 GPA. Member of Phi Kappa Phi Honor Society**,** Upsilon Pi Epsilon (UPE) and Golden Key

**UXD Mini-Master’s Certificate Program Bachelor of Science (BS), Design**

Rutgers, The State University of New Jersey, New Brunswick, NJ State University College at Buffalo, Buffalo, NY

UXD Certificate Cum Laude

**Practitioner of Human-Centered Design, 2019 Fundamentals of Innovation Certification, 2019**

Luma Institute, Pittsburgh, PA Luma Institute, Pittsburgh, PA

Certified Practitioner of Human-Centered Design Fundamentals of Innovation: Human-Centered Design

**Software**

Photoshop Sketch Illustrator Axure JustinMind HTML / CSS Visio Balsamiq
Indesign Omnigraffle Invision Excel PowerPoint Google Analytics Miro Morae
Visual Studio Confluence Figma iRise Adobe XD Microsoft TFS MS Teams Sharepoint
UserZoom UX Cam Tealeaf MS Survey Optimal Workshop