

MICHAEL SCARPIELLO, M.S. | HCI

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Senior UX Designer & UX Researcher

A passionate UX designer and user researcher creating exceptional digital experiences by seamlessly blending creativity, empathy, and data-driven insights. Specialized in wireframing, prototyping, and all areas of user research, and ensuring that every design decision aligns with user needs and business goals. Well-versed in solving complex problems and applying design thinking to create intuitive and impactful solutions.

Core competencies include:

Wireframing | Prototyping | Interaction Design | Information Architecture | Site Maps and User Flows | UX Writing | Use Cases | User and Stakeholder Interviews | Contextual Inquiries | Usability Testing | Competitive Analysis | Heuristic Evaluations | Card Sorting

Core tools include:

Figma + FigJam | Miro | Mural | Axure | Adobe XD | Sketch | InVision | Usertesting.com | Google Surveys

PROFESSIONAL EXPERIENCE

FOOT LOCKER, Chicago, IL

06/2020 – 06/2024

Senior User Experience Designer (Remote)

Supported a geo-dispersed group of Product Managers responsible for the Cart and Checkout, Search and Discovery, and Loyalty Platform teams

- Translated user needs and product requirements into conceptual diagrams, user flows, sketches, wireframes, and prototypes along with a User Researcher
- Led Cart and Checkout and Search and Browse team projects across NA, EMEA and APAC from inception to final implementation
- Redesigned the Product Listing Page filters for the Search and Browse team that *contributed to an estimated \$29.2M incremental revenue increase YOY*
- Created an Android app for store pickup on the in-store Zebra handheld devices for the US and Canadian stores, and performed in-person usability testing with store associates, which when *launched increased the Net Promotor score for store pickup orders by 16 points*

SEARS HOLDINGS CORPORATION, Chicago, IL

04/2014 – 06/2020

UX Design Manager – Cart and Checkout, 09/2016 – 06/2020

Managed a project team of five developers, copywriters, and visual designers in the creation of user-centered digital experiences for desktop, mobile web, and apps

- Led the UX effort on the *One Page Checkout* project and increased the conversion rate for completed checkouts by 14% on the desktop site, and by 4% on the mobile web site and apps
- Manage and mentored 3 UX designers

Senior User Experience Designer, 04/2014 – 09/2016

Partnered with the UX and research teams on the desktop, mobile web, and app bottom-of-funnel checkout processes, including cart, payment, addresses, shipping methods, and order confirmation page

- Served as lead UX Designer for all Cart and Checkout projects and reported to the UX Manager
- Aligned with project managers, engineers, developers, and designers to translate business requirements into wireframes and prototypes
- Documented experiences in site maps, page flows, interaction models, specifications, and prototypes

SALESFORCE, Chicago, IL

06/2013 - 04/2014

Senior User Experience Architect

Led user experiences projects across web and mobile platforms for major clients including Delta Airlines, Coke, and The Home Depot

- Derived specifications from client provided materials, user stories, and business process review session on-location at the clients' sites
- Completed a Delta Airlines portal project that secured Salesforce two additional projects from the client

DIGITAS (A LEO BURNETT COMPANY), Chicago, IL

06/2011 - 06/2014

Senior User Experience Architect

- Worked as a UX Team of One and owned the research and experience design for projects across web and mobile platforms for major clients including Emerson Electric, KitchenAid, and JennAir.
- Performed secondary research on competitive websites, existing web initiatives, and past website projects
- Created wireframes, site maps, and detailed user flows
- Performed in-person and remote usability testing with paper and interactive prototypes

ACQUITY GROUP, Chicago, IL

12/2009 - 06/2011

User Experience Architect

Led user experiences projects across web and mobile platforms for major clients including BMW, Allstate, and DXL for Men

- Defined complex interactions via wireframes, content inventories, mockups, and interaction notes, as well as paper and interactive prototypes
- Planned, facilitated and managed usability evaluations through usability tests, questionnaires, and stakeholder interviews for clients
- Partnered with art directors, search specialists, technical leads, copywriters, and interactive marketing team to develop the first iteration of the Allstate mobile app

REWARDS NETWORK, Chicago, IL

02/2007 - 12/2009

User Experience Architect

Worked as a UX Team of One and owned the research and experience design work for redesigns of the company's Airline Loyalty program websites

- Worked with marketing, business development, and IT/design teams to define, document, and update data architecture for websites, including navigation, component placement, and wireframes, user flows, and site maps for Airline Loyalty programs
- Planned, designed, and executed usability tests using hi-fidelity prototypes and fully functional sites
- *Completed redesign for 16 total sites for all participating airlines*

EDUCATION

M.S. in Human-Computer Interaction, DePaul University, Chicago, IL

B.S. in Education, Bowling Green State University, Bowling Green, OH