ARIELLE CERINI MFA PhD

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ADDRESS
35 Locust Drive Nesconset, NY 11767

UI Designer & Design System Architect

Design Technologist and System Strategist with a demonstrated history of creating robust design system tooling for enterprise platforms that foster creativity and collaboration, without impacting overall efficiency. Design evangelist and operations specialist who has helped to integrate UX into Agile Scrum work processes. UX Manager with experience building out a generative work environment.

EDUCATION

RENSSELAER POLYTECHNIC INSTITUTE
DOCTORATE OF PHILOSOPHY
ELECTRONIC ARTS
2017-2022

PRATT INSTITUTE
MASTERS OF FINE ARTS
COMMUNICATIONS DESIGN
2015-2017

THE COLLEGE OF WOOSTER
BACHELORS OF LIBERAL ARTS
PSYCHOLOGY
2011-2015

MEMBERSHIPS

INTERACTION DESIGN FOUNDATION
MEMBER SINCE 2021
LOCAL LEADER SINCE 2022

CERTIFICATIONS

AGILE METHODS FOR UX DESIGN
INTERACTION DESIGN FOUNDATION
03.2022

UX MANAGEMENT: STRATEGY & TACTICS
INTERACTION DESIGN FOUNDATION
01.2023

TECHNICAL SKILLS

Digital Design [Adobe Suite: Ae, Ai, Id, Lr, Ps, Pr]
Prototyping [Sketch, Figma, UXPin, Xd]
Front-end Development [HTML, CSS, SASS, JS, Vue, JQuery, Node, React, Typescript, P5.JS, D3, Docker.io, Github]
Design Systems [Storybook, Zeroheight]
Backlog Management [Jira, Azure DevOps]
UX Mapping [Miro, LucidCharts, LucidSpark, Whimsical] Agile [Scrum, LeSS, & Agile UX]

MANAGEMENT SKILLS

Creating Project Road Maps, Backlog Prioritization, Creating Project Proposals, 360 Reviews, Process Optimization, Tracking ROIs, Developing Operational Processes, Mentoring, Skill development, Agile development, Scrum, LeanUX, LeSS

INTERESTS

Critical Design, Design Systems, Data Visualization, Psychology, Photography, Antique photo printing, Baking, Painting, Drawing, Singing

Work Experience

UX MANAGER & DESIGN SYSTEM ARCHITECT @ Paylocity
03.2023 - current
Key Projects: Citrus Design System Re-architecture; Design System Token Infrastructure; IA of the Documentation Site; Payroll Redesign
Due to the fact that I signed an NDA, these projects are not available in my portfolio.

Functioned as a UX Manager and Design System Architect for an enterprise platform. Developed a multi-level tokening system that enabled theming on the end platform. Built out design operation processes, such as Figma file organization, policies surrounding branch merges, and designer-developer collaboration tooling.

UI/UX MANAGER & DESIGN SYSTEM ARCHITECT @ BAM Technologies
06.2021 – 11.2022
Direct Reports: 15
Key Projects: Design System 🔗 ; Design On-boarding and Hiring processes; Design Thinking Toolkit
Due to the fact that I signed an NDA, these projects are not available in my portfolio

Functioned as UX Manager and Platform Strategist for an enterprise platform. Developed design thinking toolkit and championed the movement of design as part of agile development teams. Built out design operation processes, such as file management, on-boarding, and interviewing. Was responsible for building out Information Architecture and Project Road Map for the Design System. Lead design scrum ceremonies and helped to develop the company strategy for moving to LeSS.

UI CONSULTANT & RESEARCH ASSISTANT @ RPI – IBM HEALS
08.2020 – 08.2021
Projects: HEALS Health Application (XD) 🔗 ; Data Incite Design System
Worked to develop a proof-of-concept application for an AI that provided dietary advice to individuals with diabetes. Served as the UI Designer and Front-end Developer for this project. The application built had the look and feel of a native application, it was essentially a PWA. Created a series of design system tooling for data scientists to create applications to test their artificial intelligence technology.

UI CONSULTANT & RESEARCH ASSISTANT @ RPI Health & Data Science
05.2020 – 08.2020
Projects: COVID Contact Tracing Dashboards (UX PIN) 🔗
Worked with a team of data scientists and developers to develop RPIs COVID-19 Contact Tracing applications. Responsibilities included: performing UI audits of pre-existing interfaces, heading the UI team, giving presentations on design research and its role in UI/UX design, and ensuring the platform is ADA Compliance.

DIGITAL AND WEB DESIGNER @ NY Cake
04.2016 – 08.2017; 05.2018 – 04.2020
Direct Reports: 1
Projects: NY Cake Academy Website (Figma) 🔗 ; Print Materials 🔗
Designed and developed the NY Cake Show, NY Cake Café, and NY Cake Academy websites. Was responsible for all design work for the company, which included the following: website design, signage, packaging, class management system, window displays, social media, etc.

DEVELOPER AND UI/UX DESIGNER @ Pratt Institute Alumni Office
05.2017 – 08.2017
Projects: Pratt Alumni Giving Form