

MARY BETH GOMBOLA

USER EXPERIENCE PROFESSIONAL

CONTACT

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PORTFOLIO / LINKEDIN

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- <https://www.marybethgo.com>

SKILLS / TOOLS

- User Research
- Usability Testing
- Project Management
- Figma
- Sketch
- UXPin
- Google Analytics
- HTML5, CSS3, SASS, Flexbox, jQuery
- SVN, Git
- Agile Methodology

EDUCATION

B. S. : Information Technology for Business Education, 2023
Shippensburg University - Shippensburg, PA

- Honoree of Magna cum Laude

Certificate of Graphics Design from **George Mason University** - Fairfax, VA

PROFESSIONAL SUMMARY

Dynamic User Experience Professional with proven expertise in UX/UI design, usability testing, and interactive prototyping. Notable achievements include successful collaboration with cross-functional teams to enhance functionality and user satisfaction. Aiming to leverage skills in a forward-thinking organization focused on user-centered design.

WORK HISTORY

Senior UX Designer, 08/2024 to 11/2024

NextEra Energy - Juno Beach, FL

- Analyze Salesforce interfaces for improvement prospects.
- Engage in collaborative discussions to produce innovative concepts for user experiences.
- Conduct interviews with users to gather insights into their behavior patterns when using digital products and services.
- Identify opportunities for improving user experiences through A/B testing.
- Create wireframes, mockups, prototypes, and design specifications for websites and mobile apps.
- Provide mentorship and training on UX and UI techniques to junior designers.

Senior Product Designer, 08/2019 to 12/2023

TransUnion - Boca Raton, FL

- As the lead designer on the TransUnion TLOxp Product team, I created user journeys, user flows, and functional TLOxp prototypes
- Conducted user research via user testing, user surveys and, A/B testing
- Worked collaboratively with web developers, product managers, customer industry leads, sales, and end users; led design throughout research and development lifecycle

UX Researcher & Designer, 09/2018 to 03/2019

PeakActivity - Boynton Beach, FL

- Led user research efforts and conducted usability testing for eCommerce clients
- Coded, launched, and provided analysis of A/B testing and conducted user studies to drive business decisions
- Created and iterated on wireframes, mockups and working prototypes using Sketch and inVision for intuitive user experiences

UX Designer & Developer, 05/2017 to 05/2018

Voice Systems Engineering - Langhorne, PA

- Championed VSE's User Research role by implementing user testing tools; designed and coded A/B testing for VSE products
- Developed frontend solutions for eCommerce products
- Regularly performed analysis of qualitative data and quantitative data (user testing, GA, OptimizelyX, database reports) as the designer on the Marketing & Optimization Team

UX Designer & Developer, 12/2015 to 05/2017

Sonepar USA - Philadelphia, PA

- Designer and developer of www.Sonepar-us.com; created page templates for future site updates to assure mobile-first layout remained
- Frontend developer on B2B eCommerce interfaces; clean implementation of Bootstrap and Node.js
- Prototyped Axure experiences for Sonepar's small business eCommerce stores

Senior Frontend Developer, 10/2012 to 10/2015

Monetate - Conshohocken, PA

- Developed personalized user-centered solutions for B2C eCommerce clients; developed JSON templates for Monetate platform-specific solutions
- Implemented and taught HTML and CSS courses for non-technical managers use on Monetate's platform
- Implemented effective design strategies for social media campaigns, increasing audience engagement and reach.

ADDITIONAL EXPERIENCE

Analyst, Wells Fargo Delray Beach, FL 05/2024 - 07/2024

Web Developer, GSI Commerce, King of Prussia, PA 2015

Business Analyst, American College of Physicians, Philadelphia PA 2010-2012.

Business Analyst, SRA International (CACI) 2003-2010.