| . | **MARY BETH GOMBOLA****ux designer / researcher****contact****Address:** Palm Beach County, FL**Phone:** (703) 994-0829 **Email:**megombola@gmail.com**portfolios / linkedin*** linkedin.com/in/mary-beth-gombola

**skills*** Responsive design
* Design thinking
* Design leadership
* Client Communication
* Interactive prototyping
* Usability testing & research
* HTML5, CSS3, SASS, Sketch, inVision, UXPin, Miro
* Agile Methodology

 **skills and tools*** Figma, Adobe XD, Sketch, inVision, UXPin
* Usability Testing & Research, 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 current interfaces for improvement prospects.
* Engage in collaborative discussions to produce innovative concepts for digital interfaces.
* Conduct interviews with users to gather insights into their behavior patterns when using digital products or 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, created user journeys, user flows, and functional prototypes
* Conducted user research using user testing, user surveys and, A/B testing
* Worked collaboratively with web developers, product managers, customer industry leads, sales, and end users; lead design throughout research and development lifecycle

 **UX Designer & Developer,** 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 Designer & 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,** 04/2024 to present  **Wells Fargo** - Delray Beach, FL**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. |  |
| --- | --- | --- | --- | --- | --- |

.