| . | **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. |  |
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