

Sharon A. Orienza

100 York Drive, Pittsburgh, PA 15214

Mobile: (412) 337-5353

Twitter: http://twitter.com/shaz_designs

LinkedIn: <https://www.linkedin.com/in/sorienza/>

Email: sorienza@gmail.com

Skype: sorienza

Website: <https://www.sorienza.com>

UX Leader and Strategist

A Leader in User Experience Strategy and Design that is passionate about creating highly functional designs and a positive user experience. I do this by combining Design Thinking, product-led growth practices with mixed-method research while collaborating with cross-functional teams. Utilizing this combination of methods throughout a product's development lifecycle, my teams' have been successful in identifying opportunities within complex systems and producing designs that delight users with functionality aiding in meeting businesses' goals.

Expertise

Management of Staff	UX Strategy and Planning	Mentoring Junior Staff	Wireframing	SaaS Product Design
Information Architecture	Heuristic Evaluations	Affinity Diagramming	A/B Testing	Personas and Scenarios
Requirement Elicitation	Usability Testing and Scripting	Competitive Audits	Storyboarding	Research Plan Development
Pluralistic Walkthroughs	Design Thinking Facilitation	Quantitative Research	Service Design	Qualitative Research
Analogous Research	Pluralistic Walkthroughs	Contextual Analysis	Surveys	Journey Mapping

Experience

SYNOPSIS via Softworld – Remote: Boston, MA • August 2021 – Present

Lead User Experience Engineer (Consultant converted to fulltime)

Industry: Security Software – Enterprise Applications

Currently Leading a team of 3 fulltime remote employee: 2 UX designers and 1 visual/systems designer through a redesign of an enterprise desktop platform into a SaaS-based application. Project spans over multiple development teams.

- o Implemented a DesignOps system through Kanban boards in JIRA to track and communicate progression of work to Business Stakeholders, Product Management and Development Teams.
- o Developed regular weekly meetings with Product Management to develop User Stories and define workflows.
- o Creating Lunch and Learn seminars to evangelize UX and introduce Design Thinking throughout the organization.

Eaton – Pittsburgh, PA • May 2019 – June 2021

Principal Sr User Experience Engineer (Consultant converted to fulltime)

Industry: Solar Energy and Electronics – Enterprise Applications

Spearheaded UX Strategy and Design for Eaton's COE of Applications' BidManager, Foreseer and Brightlayer Industrial divisions. Each plan combined generative and evaluative (quantitative and/or qualitative) research with product design requirement gathering goals for the build of new SaaS products incorporating IoT corporate initiatives: customized to support Business Unit's, Stakeholders' and Users' goals/needs. Plans focus primarily on best practices within the development confines and complexity of each project. Roadmaps were structured to identify opportunities and to build out a versatile UX team. Represented UX initiatives during Leadership Project Planning meetings for scheduling and budgeting of projects.

- o Discovery research conducted re-framed the initial problem and scope of two projects, resulting in savings of over \$100K.
- o New processes implemented for requirement gathering reduced time spent down to one-third of its historical average time.
- o Led a hybrid team of 2 fulltime on-site employees and additionally several remote consultants on an "as needed" basis: 1 Business Analyst, 1 visual designer, and several UI Designers and Dev Consultants.

Projects: Edison Metering Application, Project Washington Plant Monitoring, BLI, NTLT Mobile, BidManager Takeoff Studies.

BlueWave Solar (BWS) – Boston, MA • November 2018 – May 2019

Lead User Experience Architect (Consultant – moved to Eaton)

Industry: Solar Energy Development

Developed UX/CX strategy plan for Marketing to drive product planning decisions based on user research. Research plan outlined a combination of quantitative and qualitative methods that focused on supplying BWS insight into their customer base and determining market opportunities for offerings of alternative energy. Research resulted in the production of numerous service design assets: identifying personas of potential customers; mapping customer journeys from their initial research of alternative energy options through the progression of applications and portal wayfinding paths found throughout BlueWave's products and services.

Thomson Reuters – Sewickley, PA • May 2017 – November 2018

Lead Principal User Experience Architect (Consultant)

Industry: Legal, Billing and Matter Tracking Software

Developed and implemented UX research strategy and created functional designs for two major redesigns within the Thomson Reuters family of software: transitioning old desktop applications into SaaS, cloud-based models. Through UX Research methods and Design Thinking workshops, I facilitated discovery and design requirement sessions that re-framed initial efforts. UX Design responsibilities also involved the development of the UX research strategy roadmap, writing user scripts, creation and testing of prototypes as well as reporting out findings to stakeholders for approval and resource estimations.

In addition to research and design responsibilities, I led a hybrid distributed/remote team of five fulltime employees and one consultant: 2 UX/UI Designers, 1 UX Developer, 2 hybrid UX Researchers and a Graphic Designer.

- Requirement gathering and UX Research and Design initiative I implemented resulted in a 200% increase in their SUS (System Usability Scale) scores: bringing initial testing scores of low 40s for one application up to 80.
- Introduced requirement elicitation meetings which resulted in proof-of-concept prototypes with documentation: significantly improving communication between Business and Development departments while eliminating ambiguity in requirements.
- Introduced OKR plan for User Research and identified metrics to determine and illustrate successful outcomes.

Projects: Elastic Search for eBillingHub and Mattersphere, eBH's Admin Site, eBH Tracking, Billing and Reporting Modules.

Autosoft DMS – West Middlesex, PA • August 2016 – April 2017

Lead User Experience Engineer (Consultant)

Industry: Automotive, Software

Initially brought on to develop their UXD strategy and execute user research for a major software redesign of their DMS (Dealership Management System). Project involved transitioning the desktop-based DMS software application into a SaaS cloud-based application. Was kept on retainer afterwards to establish a UX presence that would be embedded within their development team.

- Introduced field study discovery work into their work processes and conducted research with dealerships which led to identifying specific user pain points and development opportunities in accounting and sales modules.
- Developed and led a partially remote team in less than 3 months' time where none existed before. Team consisted of 4 fulltime employees and 1 intern: 1 UX/UI Designer, 2 BAs, 1 UX Research Consultant and a Visual Design Intern.

Projects: UX Strategy Roadmap, Sales F&I Overhaul, Accounting Module Design.

UPMC Healthcare – Pittsburgh, PA • October 2015 – July 2016

Lead User Experience Designer and Strategist (Consultant)

Industry: Healthcare/Health Insurance, Software

HCI consultant that developed UXD strategy and conducted UXD research for a major software redesign of HealthPlaNET: transitioning the desktop software application to a more streamlined, SaaS cloud-based application. Facilitated discovery and design requirement sessions with SMEs and stakeholders both in-person and remotely. Developed UI guidelines and patterns for junior designers to utilize in developing prototypes.

- Supervised 2 fulltime, in-house employees: 1 Junior UX/UI Designer and a Graphic Designer.
- Pluralistic walkthroughs conducted with current app and usability testing with wireframe prototypes identified previously missed requirements and uncovered opportunities in Hardlines, Pharmacy and Psychology modules of products.

Projects: UX Strategy Roadmap, UX process and kanban implementation into TFS (web version of Visual Studio), User Research: Assessments, Medication Search and Review, Timeliness and 30-Day Readmit Regulatory Discovery.

FedEx – Pittsburgh, PA • March 2015 – October 2015

Lead User Experience Designer (Consultant)

Industry: Logistics

Conducted research projects for a large mobile and cloud-based software development initiative which included competitive research, field tests and usability tests. Lead brainstorming sessions and requirement gathering sessions with mobile team. Advised Dev Manager on software purchases and resource allocations for development of a UX team. Supervised and mentored 1 fulltime, in-house Junior UX/UI Designer.

- Evangelized UXD awareness throughout FedEx Ground by conducting bi-weekly brown bag sessions.
- Pluralistic walkthroughs conducted identified gaps between user's needs and stakeholders understanding of business requirements. Videos of interviews swayed business to re-evaluate several components of the application's requirements.
- Reduced Time on Tasks through usability testing and discovered feature opportunities through Pluralistic Walkthroughs.

Projects: UX Strategy, Navigational Hierarchy Mapping, Generative UX Research Planning Initiatives for Dock Manager Mobile and Longhaul/Loadboard projects.

PNC Financial Services Group – Pittsburgh, PA • June 2011 – February 2015

Online Product Manager, Senior UX Designer

Industry: Financial Services Industry – HR, Customer Care, eBusiness and Payments

Product Manager and advocate for IA/UXD initiatives for Online Banking—Mass Market. *Previous position:* was the Lead UX Designer and Product Manager on the development of Pathfinder, a \$10M initiative that presented multiple HR resources, benefit applications and management tools into one convenient portal for PNC employees, management and HR administrators.

- Developed Product Roadmaps and planning strategies for consumer-facing products.
- Performed user needs assessments and created high-end business requirements (epics).
- Defined and published taxonomy structure for the creation of a self-service search for FAQs knowledgebase project.
- Partnered with the SEO team to analyze consumer trends to identify development opportunities.
- Collaborated with business stakeholders, Legal and Risk-Management teams to define project goals and requirements.

Projects: Pathfinder, PNC Online Banking Refresh, Customer Service Form Integration with Smart Search, FAQ Self-Service Project.

Thermo Fisher Scientific – Pittsburgh, PA • June 2008 – June 2011

Information Architect and UXD Specialist

Industry: eCommerce/Biotechnology Industry

Led IA/UXD efforts for website enhancements on FisherSci.com, an e-commerce website which generated over \$1B in revenue a year. A contributing member of the team that completely revamped both the backend and frontend of the Thermo Conduit site; enhancing the research workflow and buying experience for researchers and lab assistants. Defined the taxonomy structure for the Endeca Search Project and developed and maintained the rules for search results. Guided and directed offshore teams for backend projects such as the Admin Tool for Super Users and search/browse functionality on the FisherSci College Bookstore sites.

- Authored high-level project requirements and composed SOW (Scope of Work) documents for budget approval.
- Executed heuristics assessments of existing sites, documenting opportunities for improvements.
- Produced low and high-fidelity wireframes and prototypes for stakeholder reviews and usability studies.

- o Developed Usability Scripts and facilitated usability tests.
- o Conducted UAT with business stakeholders utilizing high-fidelity prototypes.
- o Spearheaded development and maintained a Pattern Library for the redesign of the Thermo.com site.
- o Conceived, produced and maintained a *Competitive Features Analysis* report for Fisher Scientific.

Projects: Search Utilizing Endeca's Search Engine, Thermo.com eComm Website Redesign, User Account and Admin Screens and Procurement Application Enhancements, DNA Configurator Tool and Lab Design Wizard.

Orienza Designs – Pittsburgh, PA • July 2000 – Present

Sole Proprietor and UX Strategist/Researcher

Industry: Advertising and Design Firms, Clients from Various Vertical Markets

Design Lead Consulting Roles via Orienza Designs

MDNetSolutions – Pittsburgh, PA • November 2007 – June 2008

Managed an internal creative and an offshore development team located in the Philippines for a startup that specialized in online marketing and lead-based tracking systems for bariatric practices.

- o Assessed clients' current website architecture and proposed opportunities for future site expansion.
- o Produced storyboards, wireframes, prototypes of UI for presentations, client approvals and team reviews.
- o Researched trends in social media, web and mobile application development in order identify potential opportunities for expansion of online services.

VERTIS Communications – Pittsburgh, PA • May 2007 – October 2007

Account: Dick's Sporting Goods

Industry: Retail, eCommerce

Lead for a small creative team that conceptualized, designed, and implemented a new online initiative which included editorial components and interactive online circulars for a national sporting goods chain.

BUILD IQ – Pittsburgh, PA • March 2006 – May 2007

Industry: Education – Homebuilding/Real Estate

Design lead for a \$4M initiative for Pulte Homes' Online Building Encyclopedia. Additional responsibilities included developing marketing pages and LMS courses for their website.

- o Performed analyses of taxonomy, usability, and design of UI for search and browse utilizing Clusty search engine.
- o Collaborated with an internal team of writers, subject matter experts and developers to produce online courses.
- o Developed use cases and guided project teams in the planning and implementation of user interfaces and courseware based on documentation findings.

EDMC Online – Pittsburgh, PA • June 2005 – March 2006

Industry: Education – Higher Education

- o Managed an offshore design and development team that doubled in size in less than six months.

Magee-Womens Hospital/UPMC – Pittsburgh, PA • July 2001 – June 2005

Senior Designer

Industry: Healthcare, Education and Research

Created numerous websites, online software solutions, and interactive courses for one of the premiere research hospitals in the nation.

- o Assessed the information architecture of websites and reviewed website navigational schemes and content inventory.
- o Analyzed legacy interfaces and provided usability recommendations based on contextual inquiry and user testing results.
- o Supervised external vendor work, junior staff and design interns.

Projects: The Center of Excellence Site, Online Pharmaceutical Inventory Application, Find a Physician Application, Maternity Ward Virtual Tour, Magee Birthday Party Site, Mammogram Registry, The Center for Disabilities Website and Appointment Registration.

Education

Master of Science (MS), Human Computer Interaction (HCI); 2016

DePaul University, Chicago, IL

3.85 GPA. Member of Phi Kappa Phi Honor Society, Upsilon Pi Epsilon (UPE) and Golden Key

UXD Mini-Master's Certificate Program

Rutgers, The State University of New Jersey, New Brunswick, NJ

UXD Certificate

Bachelor of Science (BS), Design

State University College at Buffalo, Buffalo, NY

Cum Laude

Practitioner of Human-Centered Design, 2019

Luma Institute, Pittsburgh, PA

Certified Practitioner of Human-Centered Design

Fundamentals of Innovation Certification, 2019

Luma Institute, Pittsburgh, PA

Fundamentals of Innovation: Human-Centered Design

Software

Photoshop	Sketch	Adobe CS	Axure	JustinMind	Google Workspace	Balsamiq	Optimal Workshop
Microsoft	Omnigraffle	Invision	Figma	UserZoom	Google Analytics	Miro	SurveyMonkey
Confluence	Jira	Tealeaf	Mural	Visio	Lookback	Pendo	UserTesting