

## SCOTT FARANELLO

User Experience Strategist, Consultant, Designer

Ph: 773-886-3627, Email: [sfaranello@hotmail.com](mailto:sfaranello@hotmail.com), URL: <http://scottfaranello.com>

### EXPERIENCE:

**Independent Consultant**, Chicago IL, Apr. 2011 – Present

- **GE Capital** – Led large-scale application design as UX manager, design lead and information architect across multi-disciplined team with GE's Capital America's group for an enterprise portal application allowing payments, inventory and analytics for dealers of GE financed products.
- **CNA Insurance** – Led effort to deliver a practical road map for building a User Experience Center of Excellence (UX CoE) within CNA, which would provide user experience best practices, process guidance, governance and training for internal business analysts within the organization.
- **Walgreens** - Provided UI design guidance and wireframe production for Walgreen's Online Pharmacy and Drugstore.

**Director of User Experience** – *Trustwave Holdings, Inc*, Chicago, IL, Apr. 2009 – Feb. 2011

- Directed and implemented UX/UI design initiatives for large-scale SaaS, Flex based, custom web portal applications in an Agile development environment.
- Led the UI design for what became an award winning million-plus user application centered on payment card industry compliance standards (PCI).
- Established high-level goals for product interaction designs and managed stakeholder alignment to those goals.
- Provided design direction and mentoring across multi-disciplined teams while enhancing team knowledge and awareness of UX practices and processes.

**Senior User Experience Consultant** – *Capgemini Consulting Services*, Chicago, IL, Feb. 2007 – Apr. 2009

- Directed large-scale UI design projects as UX subject matter expert for companies including Ford Motors, GM U.S. and Germany, United Airlines, Vonage, Chicago Mercantile Exchange and The Princeton Review.
- Implemented long-term UI design strategies as part of new business team creating innovative solutions for winning new business.
- Delivered custom web and mobile UI design solutions through hi-fidelity prototypes built in i-Rise and Axure.

**User Experience Designer/Business Owner** – *Webanello Inc.*, Chicago, IL, Jan. 2002 – Jan. 2007

- Managed small remote team of developers and graphic designers while guiding and directing concepts, strategies and UI design for small to mid-size website clients.

**HTML Coder/Designer** – *Full Time and Consultant*, New York, NY, 1995 – 2002

- Developed front-end UI code, strategized business goals, and created compelling print and web design solutions for the web and print publications.

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### **RELEVANT SKILLS:**

- Overall: 11 Years User Experience Design and Interactive Production.
- Wireframe/Prototyping Tools: Balsamiq, iRise, Axure
- Design Software: Photoshop, Illustrator
- Project Management: Jira, Wiki
- Design and Development Methodologies: Agile, Waterfall
- User Centered: Requirements Gathering, Case Studies, Consumer Needs, Heuristic Evaluation, Personas, Wireframes, Industry Standards and Trends.
- Design Principles: Consistency, Scalability, Color, Typography, Navigation, Re-Use and Composition.
- Platforms: Macintosh, Windows
- UI Development: HTML, CSS

### **EDUCATION AND CERTIFICATIONS:**

- B.S. Human-Computer Interaction (HCI) – DePaul University, Chicago, IL, GPA: 3.8
- Management Excellence (American Management Association)
- Pragmatic Product Marketing (PMC)

### **INDUSTRY AWARDS:**

- Data Security Award for TrustKeeper®, March 2011 – Honored by the European Card Acquiring Forum (ECAAF) for innovative security and compliance web portal design for Trustwave's Level 4 Merchant compliance application.

### **ACADEMIC AWARDS:**

- Dean's List – School of Computer Science, Telecommunication and Information.
- Honor Society: Upsilon Pi Epsilon – "Scholarship and Professionalism in Computing."
- Honor Society: Phi Kappa Phi – "Overall Academic Excellence In Higher Education."
- Dean's Award for Scholastic Excellence – "Special Recognition for Excellence in Scholarship."