THOMAS VERDI

UX Designer | Graphic Artist

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LinkedIn
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Portfolio
https://www.thomas-verdi-ux.com/

ABOUT ME

I am a **UX Designer** who seeks creative stimulation and is always interested in tackling unique challenges to solve. Leveraging my background in vector graphics and 2D Animation, I have a strong understanding of how to execute my thoughts on paper.

TOOL PROFICIENCIES

SKILLS

- User Research
- Synthesizing Research
- Persona Creation
- Storyboarding/User Journey
- Rapid Prototyping
- Usability Testing
- Visual Design
- Vector 2D Animation
- Vector Graphics
- Agile

EDUCATION

General Assembly
UX Design Immersive • Certificate of Completion
SEP 2019 - NOV 2019

C.W. Post : Long Island University
Credits Towards Bachelor's of Science
SEP 2012 - MAY 2013

Wantagh High School
GRADUATED JUN 2012

WORK EXPERIENCE

Spindle Digital
UX Researcher AUG 2020 - JAN 2021
- Owned the goal of defining the client's ideal user for their online gym programs.
- Created multiple interview guides in order to help identify, and resolve user pains and needs.
- Persona creation based on user research.
- Conceptualized a guide for users and fitness instructors to log feedback based on simulated programs experiences.
- Set the foundation for Spindle Digital to move forward with their product and user base.

Chicago Developer Network
Visual Designer MAR 2020 - August 2020
- Owned development of visual design assets and illustrations for the client, CHEST Foundation.
- Designed concepts of layouts and styles to communicate with the client and team
- Utilized team research to develop visual messaging aligned with the brand.

Freelance Graphic Designer
Self Employed JUN 2013 - PRESENT
- Design personal logos and avatar icons for clients.
- Design art assets for client's needs.
- Communicate with clients to ensure quality of provided art assets.

Curastory
UX Consultant NOV 2019 - NOV 2019
- Conducted interviews with digital marketers from varying industries for user research
- Collaborated with my team in creating a user persona to provide empathy to client and team.
- Owned the responsibility to create and refine the user's journey.
- Coordinated with teammates to aid in creating user flows for persona
- Designed mid-fi / hi-fi wireframes for prototype testing and development
- Spearheaded the narrative for client presentations.