

Ariana Parenti

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Senior UX/UI designer who excels at systems thinking and end-to-end projects. Passionate about mission-driven work and inclusive design.

Professional Experience

EPAM Systems

Senior Experience Designer

March 2023 - Present

- **Lead** UX project estimations and delivery for a major credit industry client. Build relationships with the client team and lead team designers to grow their design consulting experience.
- **Present** design decisions with high fidelity prototypes, guide client training workshops on Figma skills, and onboard new project team members on design-ops process and project specifics.
- **Mentor** junior designers on design skills, client management, and design ops best practices.

Experience Designer

May 2021 - March 2023

- **Unified** over 30 asset movement systems into a single internal platform for a Fortune-500 financial client on a cross-functional team. Conducted discovery research to map complex user flows and identify pain points. Prototyped new designs for usability testing.
- **Migrated and enhanced** a design library of 144 components from Sketch to Figma, improving consistency and scalability for a major credit industry client's D2C products.

ZS Associates

User Interface Designer

March 2020 - May 2021

- **Built** components for an enterprise design system visual refresh project, while simultaneously using the design system to design B2B products with a consistent look and feel.
- **Designed** sales dashboard features for both responsive web and mobile-native applications, focusing on accessible and responsive data visualization.
- **Ensured** design execution quality through coordination with the engineering team

Chairigami

UX/UI consultant

September 2012 - March 2020

- **Developed** e-commerce strategy for cardboard furniture business focused on trade-show booth customers. Designed and built site using Sketch and Wix.
- **Designed and illustrated** intuitive product assembly instructions for new products. The illustration style became a core brand identity element.

Education

Yale University

B.A. in Art, G.P.A. 3.8

Graduated Cum Laude with distinction in the major.

New Haven, CT; 2007-2011

Designation/Flatiron

User Experience Design Bootcamp, UI track

Chicago, IL; 2019

Skills

Wireframing

Visual Design

Prototyping

Illustration

Animation

Interaction Design

UX Research and Design

User Research & Testing

Journey Mapping & User Flows

Design System Construction, Maintenance, Evaluation, & Documentation

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Professional Experience (continued)

Dabble

UX/UI designer

Oct 2019 - Feb 2021

- **Designed** an engaging and effective interface for an event creation wizard, supporting users in creating and ticketing local skill-sharing classes.
- **Unified** design system to create a improved and accessible brand experience.

Yale University Press

Online Marketing Coordinator

June 2013 - July 2019

- **Managed** UX audit and development projects on yalebooks.com. Wrote strategic roadmaps for agile development of the website, balancing business goals and user needs. Vetted and coordinated with 3rd party developers.
- **Designed** marketing campaigns to promote individual books while maintaining Yale brand standards. Campaigns included designing and building promotional websites, email newsletters, print and digital ads, infographics, and video animations.

Other Experience

Edgewater Mutual Aid Network

Volunteer, 2022 - 2024

- Website maintenance and strategy
- Creativity workshop member
- Lead organizer of weekly groceries distribution

Yale LGBTQ Affinity Group

Volunteer, 2014 - 2018

- Communications Chair responsible for website and newsletter updates, and social activity organization
- Multicultural Block Party liaison, coordinating with other Employee Resource Groups for an annual event with over 500 attendees.

UNITE HERE!

Volunteer, 2012

- Graphic designer for local political campaigns

Tools

Design

Figma

Sketch

Adobe Illustrator Adobe

Photoshop

Animation

Adobe Premiere

Adobe After Effects

Principle

Web Development

HTML/CSS

Drupal

Wordpress

Webflow