



Rocco Petrillo Jr.

Hamilton, NJ

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Portfolio: www.rocportfolio.com

SKILLS

- User Experience
- Information Architecture
- User Testing, Research & UX Inspections
- User Interface Design & Design Systems
- Prototyping, Wireframes & Workflows
- Figma, Sketch, Invision, Justinmind
- Adobe Creative Suite
- Mobile, Responsive & Adaptive Design
- Agile Methodologies
- JIRA, Confluence, Redmine

EXPERIENCE

User Experience Manager

Dodge Construction Central– Hamilton, NJ 11/2015 – Present

- Conduct user studies and research to inform and drive the evolution of next gen Dodge products.
- Responsible for developing low and high-level designs, wireframes and prototypes for current and future products.
- Built a style guide and design system to be utilized across the organization.
- Identify user inconsistencies and form new hypothesis to be implemented.
- Create companywide reports and presentations on user experience issues and goals.
- Interface with product managers and developers to assure user experience best practices are being implemented.
- Manage user experience team.

Sr. Information Architect & User Experience

PM Digital – New York, NY 01/2014 – 09/2015

- Responsible for planning, producing & delivering annotated wireframes, interactive prototypes, sitemaps, usability reports, work-flows, content inventories and specification documents.
- Prepared and launched user testing for clients and conducted usability inspections to insure best practices were being utilized.
- Built and improved client's taxonomy through best practices & user research.
- Lead and managed the information architect team.
- Analyzed target audiences, user behaviors, metrics and functional specifications to execute user-friendly, goal-oriented solutions.
- Working with clients to understand their business models and goals, presenting deliverables and described the intended user experience.
- Interfaced with designers, developers and project managers to assure project specifications were being met.

Sr. User Experience Designer & Product Manager

Madison Logic – New York, NY - 08/2011 – 07/2013

- Planned and designed wireframe, prototypes and identified user inconsistencies.
- User interface design of data and technology platforms.
- Conducted user research that included in-depth interviews, contextual inquiries and field studies
- Designed, refined and forged agreement on new workflows and information architectures.
- Promoted to product owner and managed a team which consisted of UX/UI designer, frontend developer, four backend developers and two QA technicians.
- Worked with developers and product managers to create implementation strategies to ensure technical success.

Creative Director & Product Manager

X-Factor Communications - South Hackensack, NJ - 11/2007 – 04/2011

- Developed wireframes, workflows and interactive prototypes.
- User Interface (UI) Design for SaaS platforms.
- Managed all creative projects including information architecture, UX, UI and offline design.
- Conducted user research on platforms.
- Created project plans and functional requirements.
- Successfully launched and product managed numerous products.
- Created all functional requirements and training documentation.

Principle

Blue Earth Imaging – Little Falls, NJ 01/2002 – 12/2007

Worked on numerous projects in design, video production & animation.

Clients:

- US Army Picatinny Arsenal • Vonage • Clear • Marshmallow Peeps • Phyto Ales Group • Gaspari Nutrition • South Carolina Department of Education

CERTIFICATIONS



Digital Media Systems
April 2009



Qualified Digital Signage Media Professional
June 2009



AEM Author Training
November 2014

EDUCATION

Bergen Community College
Degree in Applied Science
9/1996 - 5/1999

RECOMMENDATIONS

Roy DeYoung – Senior Vice President of Creative Strategy at PM Digital

My experience with Rocco Petrillo has been extremely positive and he is the type of thinker that every creative group needs. He is a passionate problem solver with a wide range of skills and strategic thinking from complex e-Commerce filtering to taxonomy and deep user scenario strategies. I highly recommend Rocco for any IA/UX position.

Elke Wong - Chief Operating Officer at Madison Logic

Rocco is a Rock Star. I managed Rocco when he was hired as Senior user experience designer. His design skills and logical thinking about UX has elevated our platform significantly. Aside from that, he is versatile in other aspects of design and can be called up to help without hesitation.

Peter Oravetz – Associative Creative Director at PM Digital

Rocco is a pleasure to work with — both personally and professionally. His “can do” attitude under pressure rubs off on everybody around him and has led to outstanding work on Feeding America, KPMG, Brownell’s, PC Richard and Paralyzed Veterans of America. He leads initiatives from a stance of experience and deep industry knowledge. He’s wonderful to collaborate with because he’s always focused on the solution, and not just the problem. He wins over clients in presentations with a disarming, open attitude. And he brings a sense of fun to work which helps unleash the creativity of everyone he works with. I’d work again with Rocco in heartbeat!

Amrinder Singh - VP of Product Management at Madison Logic

I have had the privilege of having Rocco in my team at Madison Logic. Rocco was always willing to go the extra mile. He has a keen eye for User Experience and will do well in his career. He performed exceptionally well while managing multiple projects under every shifting priorities and timelines. He is going to be an asset to any organization.

Mark Herschberg – Chief Technology Officer at Madison Logic

Rocco was originally hired for a UX role but when we switched to an agile process he became the product owner for our core team. He jumped right into the role. Rocco has the energy and enthusiasm you wish every team member would have. He came to understand the product not just from the UX perspective but got into the internals. When an issue arose I knew it could be handed off to Rocco who would see it through to completion.



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