

# LORENA PROIA

## USER EXPERIENCE DESIGN MANAGER

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Highly respected senior-level UX professional with extensive experience in high-end design, UX strategy, and information architecture. A track record of creating exceptional digital experiences for complex enterprise-level software. My career is marked by driving UX best practices into product planning, ensuring seamless integration of UX principles, and overseeing the design process. Known for building positive relationships, leading cross-functional teams, and advocating tirelessly for the user. My ability to synthesize insights, mentor junior staff, and achieve meeting objectives contributes to a culture of quality and innovation.

### CORE COMPETENCIES

Team building | UX Strategy | Information Architecture | User Experience | User-Centered Design | Consensus Building | Usability | Team building | Design Thinking | Information Design | Wireframes | User Testing

### TECHNICAL PROFICIENCIES

Figma | InVision | Sketch | Adobe Illustrator | Photoshop | InDesign

### EXPERIENCE

12/2020 – 8/2023

#### CVS Health, Boston, MA

##### SR. USER EXPERIENCE DESIGN MANAGER

Consistently demonstrated strategic leadership, and exceptional management skills while spearheading design initiatives for the CVS Accounts team. My contributions have not only transformed the user experience but have also led to substantial operational improvements, most notably, reducing call center volume by an impressive 30%.

- **Strategic Leadership:** As a seasoned User Experience Lead, I've crafted and executed a visionary strategy for the CVS Accounts team, aligning it with CVS's core objectives and values.
- **Order History Transformation:** Oversaw a complete overhaul of the Order History feature, enhancing user-friendliness and usability while adhering to industry best practices; resulting in a remarkable 30% reduction in call center inquiries
- **Team Leadership:** Nurtured cross-functional teams, leveraging my experience to inspire and drive collaboration, fostering a culture of creativity and excellence.
- **Stakeholder Alignment:** Effectively bridged the gap between design and business stakeholders, ensuring cohesive decision-making and successful project outcomes.
- **Continuous Improvement:** Championed iterative design processes and user feedback integration, fostering a culture of ongoing enhancement within the CVS Accounts team.

11/2016 – 12/2020

#### Design & UX Consulting, Boston, MA INDEPENDENT CONSULTANT

Self-employed UX consultant, providing exceptional design direction and strategic consulting services to a diverse range of clients, delivering impactful solutions tailored to their unique needs. Key client engagements and achievements include:

Clients include:

- **Cyber SN**
  - Directed CSN website redesign and marketing collateral.
  - Facilitated successful platform launch at the 2019 Black Hat Conference, showcasing the transformation of their digital presence.

- **Medullan Inc.**
  - Redefined UX for Connect for Health Colorado Health Exchange.
  - Developed UX/IA process flows, personas, and design guidelines.
- **TIAA-CREF**
  - Initiated cross-functional collaboration, addressing UI needs.
  - Managed communication across various levels and departments.
- **The Speech Improvement Company**
  - Enhanced visual identity through course catalogs and collateral.
  - Produced impactful presentations for C-level executives.
- **Digital Myths Studios**
  - Crafted corporate identity for a VR gaming startup.
  - Led website and collateral design, enhancing brand presence.

**2013 – 2016** **SiteSpect Inc., Boston, MA**

**HEAD OF USER EXPERIENCE AND DESIGN**

Brought in to transform SiteSpect's troubled user interface with an intuitive user experience that matched its usability to the strength of its technology. Successfully turned a convoluted, difficult to grasp product into an efficient, usable system.

- Completely revamped the product's information architecture and oversaw the redesign and implementation of the product interface
- Lead cross functional collaboration efforts with engineering, marketing, support, and operations
- Regarded as the UX evangelist within the company by actively introducing, educating, and promoting UX within an otherwise engineering-driven culture

**2010 – 2013** **Percussion Software, Woburn, MA**

**VICE PRESIDENT OF USER EXPERIENCE**

The successful champion for user centered design, responsible for the transformation of a technology-only company into one that understands the importance of design and aggressively promotes usability. Ease-of-use is now cited as their number one reason for sales.

- Championed UX throughout the company and transformed the culture into a user-centric model
- Hired, mentored, and guided career development for both senior and junior members of the team
- Conceived, created, and presented internal webinars on the importance of UX, and invited to present at Percussion User Seminars to educate customers on the importance of usability and design

**AWARDS**

2011: **MITX Innovation Awards Finalist**

2011: **KMWorld "Trendsetting Product of the Year"**

**2008 – 2010** **Creative Director and UX Consultant, Boston, MA**

**INDEPENDENT CONTRACTOR**

**2005 – 2008** **Razorfish, Boston, MA**

**USER EXPERIENCE LEAD**

**2000 – 2005** **Design & UX Consulting, Boston, MA**

**INDEPENDENT CONTRACTOR**

**EDUCATION**

Bachelor of Fine Arts, Graphic Design, **Rochester Institute of Technology**