

# Lia DiValentin

## UX & PRODUCT DESIGN

### CONTACT

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### EXPERIENCE

#### Senior Product Designer

*Walmart* • JUNE 2022 - PRESENT

Worked closely with a cross functional team on the development of a new eCommerce product for Walmart suppliers to set up and maintain items, upload inventory and manage orders.

- Lead the production of an internal design subsystem to be created for UI components.
- Collaborated with stakeholders to understand their business goals and users' needs, conducted user research, and testing to ensure the best possible user experience. Drove the design process from concept to launch, including wire-framing, prototyping, and visual design. Worked closely with development teams to ensure a seamless handoff from design to development.
- Mentored designers and led design workshops to promote best practices and design thinking.

#### Senior User Experience Designer

*The Home Depot* • OCTOBER 2018 - JUNE 2022

Collaborated with UX research, product, and engineering teams on the agile production of a new B2B eCommerce platform for Home Depot Pro customers.

- Headed account/user management functionality (roles, groups, permissions, workflow) and entire design process from initial ideation, wire-framing and user flows, to final visual designs and assets/specs delivery. **Devised & implemented UX strategy to support migration of 2 million+ Pro customers.**
- Created research plan & conducted user testing (usability sessions, A/B studies, surveys) on account & order management features. Analyzed and synthesized feedback and presented findings to team to make informed design decisions.
- Led internal accessibility guild responsible for producing resources & SoPs to teach teams how to build and embed accessibility practices into our agile production process & development cycle.

#### Lead User Experience Designer

*Texas Association of School Boards* • OCTOBER 2018 - PRESENT

Led and oversaw the user research strategy and UX direction for all online digital experiences. Advocated and implemented internal team processes that support iterative, agile development.

- Conducted user interviews, focus groups, data ops, competitive analysis, card-sorting workshops, persona creation, journey mapping, usability testing and defined new information architecture for redesign of TASB website.
- Created UX deliverables including technical feasibility assessments, sketches, low + high-fi comps, and interactive prototypes; optimized for desktop & mobile screens.
- Orchestrated the production of a design system (included guiding principles + component-based UI library) to create a sustainable technical architecture and standardized all digital products look and feel.

### EDUCATION

#### BFA in Graphic Design

*George Mason University* • 2009 - 2014

Dean's List: Fall 2011 - Spring 2014 (3.8 G.P.A)

Student Officer • AIGA GMU Student Group

#### UX Management Certificate

*Nielsen Norman Group* • JANUARY 2023

Credential ID 1069290

Masters in progress • Expected April 2023

### SKILLS

#### UX Methods & Techniques

- Content strategy
- Information architecture (IA)
- Human-centered design/ Design thinking
- Design systems
- Wire-framing
- Concept generation white-boarding
- Low/high-fidelity prototyping
- Design Sprints & brainstorming workshops
- Qualitative research
- Usability testing
- Accessibility/508 compliance
- Front-end web development
- Agile/Lean methodologies
- Jobs to be done
- User Stories
- Asset Management
- User Interface Design (UI)

#### Software & Tools

- Sketch
- Adobe Creative Cloud
- Axure
- In Vision
- Zeplin
- UserTesting.com
- Optimal Workshop
- Confluence
- Figma
- Pivotal Tracker/Trello
- Google Analytics
- Microsoft Office
- Github
- HTML5 / CSS3 / Javascript / SASS • WCAG 2.1

## EXPERIENCE (CONTINUED)

- Redesigned TASB's InsiderRM Blog, HRX Blog, and Texans for Strong Public Schools website. Successfully launched multiple 3rd party software integrations including; LiveChat, an event registration/management portal, and cloud-based civic advocacy platform. **Earned the NSPRA's Publications and Digital Media Award of Excellence for my work.**
- Educated and facilitated the initiative of making every new digital asset meet AA levels of compliance for WCAG 2.1.

### UX Designer

**Bulldog Solutions** • AUGUST 2022 - MAY 2017

- Leveraged Marketo insights, Google Analytics reports, & user research personas to design and produce responsive and optimized HTML emails, online newsletters, landing pages, websites, videos, social media and other B2B web-based advertising digital assets. Utilized deliverables in A/B testing and test & target campaigns.
- Clients included Box, Oracle, TD Ameritrade, Silicon Labs, Frontier Communications

### User Experience Designer

**SAIC (Pentagon; Secret Security Clearance)** • JULY 2014 - AUGUST 2016

Devised and oversaw the production and maintenance of web, mobile (iOS app), print, and social media projects for the Army Public Affairs Office.

- Introduced the case for, and successfully initiated, the foundations of "design thinking" and practice of UX research techniques into teams agile workflow process.
- Defined new U.S. Army digital brand guidelines and established the first open source UI components library for Army digital products.
- Led the ideation and design phases of the U.S. Army News & Information iOS app and built a dynamic, responsive website template for all Army Public Affairs heritage microsites.
- Headed the redesign of the www.army.mil (The Official Homepage of the U.S. Army) and C.O.R.E. (Army.mil's proprietary content management system) **Earned the Department of Defense Thomas Jefferson Award (Outstanding Flagship Website) for my work.**
- Created UX deliverables including: client/internal briefs, user research, competitive audits, experience roadmaps, and visual prototypes/wireframes to communicate product features and interactions.
- Created cohesive campaign branding + graphics across the U.S. Army's social media platforms: Facebook, Twitter, Google+, YouTube, Flickr, Pinterest, Instagram. **Received record-breaking 125,000+ likes on Veteran's Day promotional graphics.**

## SKILLS (CONTINUED)

### Leadership

- Agile UX & sprint management
- Executive and large-group presentations
- Roadmap development
- Team building exercises
- Specifications & documentation

## PROFESSIONAL ASSOCIATIONS

- Women Who Code (DC & Austin)
- Tech Ladies
- UXPA (DC & Austin Chapters)
- AIGA (DC & Austin Chapters)
- Refresh DC & Austin
- Fresh2Design Austin
- Service Design ATX

## EVENTS & CONFERENCES

- 2018 John Slatin AccessU — Knowbility
- 2018 ATX Hack for Change