

UX Portfolio  
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Phone number  
617.775.7171

Location  
Boston, MA

# DENA LEONE

Lead UX Designer at Vistaprint

## QUALIFICATIONS

- Cross-functional Collaboration
- End-to-end Product Design
- Design System Evolution
- High-fidelity Visualization
- Metric-driven Results
- Information Architecture Certification
- Design Process Development
- Human-centered Design
- Responsive Design
- Strategic Partnership
- Presentation & Data Synthesis
- Visual Communication
- Prototyping Certification
- Agile Certification

## EDUCATION

### Interaction Design Foundation

#### AI For Designers

January - February 2024

### Bentley University

#### UX Certificate Program

June 2019 - February 2020

### General Assembly

#### Visual Design Certification

February - April 2018

### IBM

#### Enterprise Design Thinking Practitioner

March 2018

#### Enterprise Design Thinking Co-Creator

November 2018

### Lasell College

#### Design & Production Major / Arts Minor

September 2007 - May 2011

## EXPERIENCE

### Lead UX Designer

March 2022-Present

#### Vistaprint

- Researched, maintained, and improved experiences for over 5 squads
- Pioneered user-centered processes and trained squads on UX best practices
- Fine-tuned legacy processes in efforts to improve operational efficiency and formalize user-centered risk controls
- Spearheaded user experience for all internal facing systems in my business unit while ensuring end-to-end UX flows through to external facing tools
- Enhanced design libraries and creative tools to further monetize and increase production of high-demand customizable artwork

### Senior UX/UI Designer

January 2021 - March 2022

#### Fidelity

- Remediated costly, record-high call volumes with data-driven enhancements
- Tracked market trend opportunities to capture new satisfied Fidelity traders with speed, efficiency and security
- Established a new micro deposit bank verification process
- Enabled \$1,900,000 in savings since in the first two months alone of delivering an updated user-centered experience
- Revolutionized the future of a cross-channel Fidelity through contextual data accessibility workflows and improved APIs

### UX Designer

April 2019 - January 2021

#### State Street

- Modernized existing applications for increased performance, enriched efficiency, and optimized client productivity
- Refined complex regulations and requirements into usable, high-functioning products
- Drove conceptual initiatives into streamlined results
- Established our product design process and implemented in 14 initiatives
- Designed responsive components, built responsive web pages, prototyped, and conducted UX research

### Design Manager

February 2018 - April 2019

#### State Street

- Led the evolution of our Design System and evangelizing our offerings
- Communicated the value of UX Design, spearheaded product engagements, managed intake requests, prioritized backlog and GitHub requests, and allocated designers to initiatives
- Simultaneously directed our local and offshore team of designers, trained interns, and governed iterative releases for developers