

Anthony C. Tecce

23 Farragut Avenue, #2 • Somerville, MA • 02144
(781) 526-2519 • anthony@anthonyworld.org • <http://www.anthonyworld.org/>

SKILLS

Core Abilities

- **Interactive Design:** Designing both low and high-resolution wireframes by hand and using UX tools, managing reviews of research data and user feedback to identify user Pain Points, determining best design patterns to use to satisfy user needs, focusing on User-Centered Design to create user workflows and journeys, building mockups and prototypes to demonstrate functionality of a project.
- **User Research:** Using website analytics to understand end-user behavior, performing Stakeholder Interviews to better understand project goals, conducting brainstorming sessions with both stakeholders and end-users, adding functionality to existing websites using Qualitative/Quantative Analysis, developing Personas to help identify end-user needs.

Applications

Axure RP, Balsamiq, InVision, Visio, Adobe Creative Cloud Suite (Photoshop, Illustrator, Indesign, Flash), WordPress, Joomla, Drupal, Typo3

Technology

CSS3, HTML5, JavaScript, JQuery, MySql, BootStrap

UX EXPERIENCE

User Experience Consulting • August 2015 to Present
User Experience and Web Designer

Hewlett-Packard Enterprise

User Experience Designer

- Ran brainstorming and ideation sessions with business stakeholders to identify enterprise project requirements.
- Completed competitive analytics and design pattern research to create an ideal product UI design and interactive workflow.
- Conducted user interviews and user data analysis to identify user types, build personas, and create User Journeys/workflows.
- Kept project goals on-target and worked closely with developers to create a working product from wireframes.
- Used Agile methodologies as a collaborative tool.

Silverline CRM

- Worked with the Silverline team to design their new financial Advisor portal product.
- Analyzed user data to produce User Interfaces and wireframes.
- Ran competitive analytics to identify best design patterns for product.
- Helped stakeholders and project leaders to make decisions about best design practices.

Boston College

- Consulted on the design of the BC Law School website as well as other university websites, creating mockups and prototypes.
- Analyzed user data to produce User Interfaces and wireframes.
- Ran large-scale competitive reviews to identify best practices for higher education site navigation.
- Used user research to determine target audience (prospective students) motivations, wants, and needs as an aid to user engagement.

[IntePros Consulting, Inc.](#)

- Designed from scratch the new company intranet/employee portal using user research and competitive review of websites.
- Brainstormed with business stakeholders to create a user experience that both fulfills their needs and invites users curiosity.
- Conducted employee surveys and interviews to identify best site design.
- Created wireframes and mockups, personas, and conducted User Testing.

Fresenius Medical Care Technology Center • August 2014 to August 2015

UI/Usability Specialist

- Brainstormed with business stakeholders to create website information architectures and user interface designs.
- Helped develop new healthcare-oriented design initiatives as well as giving input on usability testing schemes, wireframing, and creating hi-resolution mockups for multiple projects.
- Managed the content launch on the Fresenius Medical Care's North America flagship website.

Freelance User Experience and Web Design • August 2012 to August 2014

User Experience and Web Designer

[IntePros Consulting, Inc.](#)

- Major site redesign and re-branding
- Brainstormed with business stakeholders to create a memorable user experience
- Conducted user research, usability testing, wireframing, and persona creation
- Enhanced their searchability using SEO and improved their visibility on social media

[Brickyard Office Complex](#)

- Created Visual Design for website
- Major site redesign and re-branding
- Brainstormed with business stakeholders to create a memorable user experience
- Conducted user research, usability testing, wireframing, and persona creation
- Enhanced their searchability using SEO and improved their visibility on social media

[Alosa Foundation](#)

- Consulted on site UX design improvements, including Information Architecture and navigation
- Brainstormed with business stakeholders to create a memorable user experience

[TheOutdoorsGuy.com](#)

- Made regular site updates and improvements to WordPress CMS
- Added advertisement management and newsletter functionality

Fidelity National Financial – eLearning Solutions • June 2010 to August 2012

Interactive Designer/Programmer

- Developed interactive Flash projects for internal training purposes
- Used CSS/HTML/JavaScript to create websites
- Brainstormed with business stakeholders to create a memorable user experience

Freelance Web Design (concurrent with grad school)

Web and Interactive Designer

Seidler/Bernstein, Inc.

- Redesigned Flash-based company website
- Created motion graphics and animations
- Developed embedded video site

Cambridge Health Alliance

- Made design improvements to home page
- Upgraded site using CSS/HTML/JQuery
- Created a new promotional brochure using InDesign.

WGBH.org

- Developed CSS/HTML websites
- Rebuilt interactive Flash applications
- Developed embedded video site

Pearson Education

- Developed a suite of HTML/CSS/JavaScript companion websites for their textbook line

Harvard DCE Computer Lab

- Created CSS/HTML/Perl website for employee management
- Supported faculty and staff in the use of Adobe applications

eScription, Inc.

Support Engineer

- Troubleshoot and resolved web server and database issues
- Analyzed issues with the online network infrastructure
- Worked with business partners and made recommendations for solutions

Navinet (formerly Navimedix), Inc.

Production Support Analyst

- Analyzed and resolved issues with the corporate data and web servers
- Orchestrated website infrastructure tests
- Maintained relationships with company business partners

Emerson College Media Services Center

Media Specialist

- Managed media services center IT
- Worked with Academic Computing to support faculty and staff IT requests
- Supervised staff and managed media equipment

Harvard DCE Computer Lab (part-time)

Support Associate

- Deployed premiere Harvard University media lab
- Helped maintain hardware and software as well as set up Streaming media servers

Cendant Internet Engineering

Senior Application Developer

- Developed and maintained Cendant Corp. websites
- Including Jackson Hewitt, Century 21, Privacy Guard, Welcome Wagon, and Just4-Me.com
- Added site functionality such as franchise search engines, retail portals, advertising systems, and custom encryption back-ends

EDUCATION

UX Design Circuit

General Assembly, Boston, MA

edX MicroMasters, User Experience (UX) Research and Design

University of Michigan, Ann Arbor, MI

In Progress

Master of Arts, Interactive Design and New Media

Emerson College, Boston, MA

Certificate, Multimedia and Digital Content

Harvard University, Cambridge, MA

Bachelor of Science, Computer Science

Boston College, Chestnut Hill, MA