

Anthony Quarino

PORTFOLIO

www.AnthonyQuarino.com

CONTACT & LOCATION

AnthonyQuarino@gmail.com
(609) 516-2107
Scotch Plains, New Jersey

EDUCATION

Felician College

Rutherford, New Jersey
B.A. Graphic Design

Mercer County Community College

West Windsor, New Jersey

EXPERIENCE

Senior UI/UX Designer @ Foundation Source

02/21 - Present

- Incorporated Product Lead approach across the organization by organizing and leading design sprints, companywide design presentations that encouraged collaboration among different departments within the company.
- Implemented NPS surveys to identify at risk clients to support client retention.
- Lead the research and design of new philanthropic Software as a service, surpassing anticipated revenue during BETA launch.
- Reduced ~150 hours a year of manual editing in companies' financial administrative software.
- Formed a Client Advisory Board as way to gain additional qualitative data.
- Managed daily operations of the design department including budgeting, scheduling, resource management and workflow optimization.

UI/UX Designer @ ADP

11/19 - 02/21

- Designed interactive visualizations that effectively communicated complex data sets.
- Analyzed and evaluated current user interfaces to propose usability improvements.
- Created interactive simulations and prototypes to help project teams, stakeholders and users explore business solutions.
- Conducted extensive usability testing to ensure product quality and optimized user experience.
- Participated in, created and facilitated collaborative ideation sessions with cross-functional partners and leadership.

Interaction Designer @ Asurion

09/16 - 11/19

- Designed digital touchpoints for Verizon and Asurion's new program redesign, resulting in the highest customer retention rate of any client program redesign.
- Collaborated with content writers to ensure consistency of brand messaging across all marketing channels for Verizon, Walmart, Home Depot, Sprint and AT&T.
- Provided guidance and mentorship to junior designers on the team.
- Developed and executed creative strategies for integrated campaigns across multiple channels.
- Participated in creative brainstorming sessions with project teams to create innovative campaigns that meet business goals.

Design Manager @ THOMAS

01/12 - 09/16

- Performed A/B testing, to gather valuable insights to increase conversions of inbound marketing material.
- Redesign of client's website resulted in a 70% increase in click through on homepage.
- Oversaw and collaborated with a team digital designers within internal agency, to ensure all digital experiences followed UX & UI best practices.
- Organized regular workshops with cross functional teams to brainstorm new ideas or collaborate on projects together.
- Mentored junior designers by providing constructive feedback on their work and helping them refine their skillset.

Senior Graphic Designer @ VAULT

06/08 - 01/12

- Created landing pages, web banners and other digital materials to promote Vault's Membership service.
- Increased sales in e-commerce checkout by introducing UX best practices.

Graphic Designer @ Lawn Doctor, Inc.

06/06 - 06/08

- Created logos, flyers, and other marketing materials.
- Edited photos in Photoshop to enhance their quality for use in print or digital formats.
- Collaborated with clients to determine design requirements and objectives.