

## EXPERIENCE

11/2021 – present

### C-LEVEL UX CONSULTANT & RESEARCHER: KPMG | NYC & RI

- Managed, led, and inspired teams from A to Z in product development and team equity building.
- Taking deep dives into the Agile Methodology, Design Systems, Design Thinking Methodology, AI/Machine Learning, Blockchain Technology, and the Gamification of our modern products.
- **TOOLS:** Figma Expert, sketch, Developing Atomic Design Methodology Libraries in **Figma** for quick delivery of low- and high-fidelity prototypes. Also, WCAG or Web Content Accessibility Guidelines
- Creating Interactive Prototypes / Wireframing- UX Strategy & Process- User Interface Design / Visual Design / Mockups & Comps- Visual Style Guides- Usability Tests / User Testing / Usability Studies- Lean UX, Agile & SCRUM Methodologies
- **AI & MACHINE LEARNING**
  - We are indoctrinating teams to ask more interesting questions to improve Machine Learning and enterprise challenges.
  - Reinforcement Learning (giving clear goals to our aggregation tools) - Q learning
  - Creating training sets and test sets for Supervised Learning - K-nearest neighbor KNN or Regression Analysis
  - Teaching the team to understand when to use semi-supervised Learning Strategies (transductive reasoning)
- Award-Winning Enterprise Applications for B2B, B2C with robust features. Still, above all, these features have been refined enough for the speedy delivery of phase 1 MVP

04/2018 – 11/2021

### DIRECTOR OF USER EXPERIENCE & RESEARCH: Infosys at RISD | NYC & RI

- Winner of Kraft-Heinz Excellence in UX Design Award for the internal design of the Information Distribution App for the entire Global Market
- **AI & MACHINE LEARNING**
  - Using our expansive data with selected Algorithms for Unsupervised Learning - K-mean Clustering
  - Understanding the difference between training data and testing data and keeping them separate
  - Showing and creating decks from all our testing data results
  - Educating on Bias / Variance and understanding the different dials, knowing if you're underfitting or overfitting your research
- Mobile UX Design / User Experience Design / User-centered Design / Information Architecture / User Flows / Site Maps / User Research / Heuristics / Contextual Interviews
- **TOOLS:** Figma, **ENTIRE ADOBE SUITE**, Marvel, Figma. Also, WCAG or Web Content Accessibility Guidelines
- Creating Interactive Prototypes / Wireframing- UX Strategy & Process- User Interface Design / Visual Design / Mockups & Comps- Visual Style Guides- Usability Tests / User Testing / Usability Studies- Lean UX, Agile & SCRUM Methodologies

1/2015 to 4/2018

### LEAD SENIOR CONSULTANT UX & UI DESIGNER: Saatchi & Saatchi | NYC & LA

- Presenting designs and concepts (remotely), bringing fresh ideas to each client meeting, and providing feedback when necessary - Creating presentations, print, and marketing materials for Sales.
- Participating in client calls, understanding their needs, and working to present wireframes, logos, color schemes, and images that effectively communicate their business objectives
- Developing expert-level knowledge and complementary experiences to bring new design ideas to projects.
- Creating sophisticated designs solutions across several platforms: web (PC / Mac), mobile web & app (tablet, phone).

4/2014 to 1/2015

### LEAD SENIOR UX & UI CONSULTANT: Availity | Jacksonville, FL

- Agile workspace with UX as a shared resource. Working cross-functionally with product managers and senior C-level management to align product development to the scope and create early UX enrollment.
- Translating marketing requirements, user needs, and input from cross-functional teams into innovative user-centric solutions and lean UX. Introduction of JICs (Just in Case Items) & its attack on lean UX among the enterprise and creating enterprise-specific UX Maturity Scales with metrics aligned to the needs of healthcare providers and our organization.
- Collaborate with key stakeholders to increase the level of UX awareness and maturity among the enterprise to increase buy-in among product managers and owners.
- Development of a 5-hour Persona Development Workshop that increased UX awareness and created a shorthand for the cross-functional alignment of the product needs and future development goals.

2/2006 to 4/2014

### C-LEVEL UX & UI CONSULTANT: URA Productions Inc. | Los Angeles, CA

- **CONSULTANT TO:** Digital Kitchen | Saatchi & Saatchi LA | The Cimarron Group | Neoganda | Webersh & Wick | The Famous Group | Woo Agency
- Designed UI and Website for PlayStation 4, worked directly with current CEO Kenichiro Yoshida and The Famous Group to reinvent the UI of PS4.
- Created brand-driven work for The Queen Latifah Show, The Twilight Film Franchise, SONY, Samsung, Toyota, Universal Film, NBC, and more.
- As UX and Creative Lead on some of the agency's most complicated products, I created a cross-functional team environment where everyone was able to participate, contribute and grow. Progressive ideas for top industry and award-winning products like Play Station 4 (First To Greatness), Puma, Lenovo Think Pad, P90X, etc.

2/2006 to 10/2008

### CREATIVE MULTIMEDIA CONSULTANT (INTERACTIVE): PI Interactive | Los Angeles, CA

- Co-founded and grew start-up PI Interactive (with celebrity stylist José Eber) to a successful fashion-only digital agency with multi-million-dollar billings within two years.
- Directed and Edited commercials for online use.
- **Fashion photographer** and co-facilitated French Photographers like Cyril Legal and Ian Abela for Versace.
- Performed the roles of partner, creative director, and copywriter for over 20 French and Italian companies.
- **CLIENTS INCLUDE:** Versace, Louis Vuitton Italy, Porsche Fashion, Vera Wang, John Fluevog, Iceberg, 944 Magazine, Vogue Magazine, Angeleno Magazine, BEBE, GUESS JEANS, Marciano.

- 8/2003 to 2/2006 **CREATIVE MULTIMEDIA CONSULTANT (INTERACTIVE): K2 Sports | Los Angeles, CA**
- Managing design staff, developing project proposals, and presenting concepts to clients: Paintball Division.
  - Attended and developed brainstorming meetings, conducted sessions with key production stakeholders, and planned future development and product goals.
  - Collaborate with Walmart Executives to develop a paintball product that met their "line pricing" and packaging requirements.
  - Wrote creative briefs. Assisted in assessing communications needs and presenting the communications concept/plan, including travel abroad (**Berlin, Paris, Venice, Budapest**) to promote paintball competition and involvement.
  - Cable video production and development for **ESPN**.
- 11/1998 to 8/2003 **CREATIVE DIRECTOR (INTERACTIVE): GREY INTERACTIVE | New York, NY**
- Youngest Creative Director in the history of Grey. Managed CoverGirl, Pantene, M&M, Twix, Autobytel.com, Liz Claiborne, Robert Allen Design, and Post Cereals.
  - Developed brainstorming meetings, conducted brainstorming sessions with crucial production stakeholders, and planned future development and product goals.
  - Member of the award-winning team for Pantene and Covergirl. Learned expert-level brand management and development. Knowledgeable team on Internet standards and best practices.
- 2/1997 to 11/1998 **CREATIVE DIRECTOR (IPCG) INFORMATION ARCHITECT: Merrill Lynch | New York, NY**
- Collaborated with IPCG CEO Winthrop Smith to develop a user-friendly browser for the International Private Client Group.
  - Interfaced with financial consultants worldwide to get feedback on all design ideas and collect qualitative data.
  - Managed a large team of developers, designers, and information and user experience architects.
  - Essential in developing and maintaining an online presence for the "Be Bullish" campaign to attract a younger market to ML.

**EDUCATION** **FIT SUNY (NYC) ABROAD PROGRAM AT POLIMODA ITALY: Bachelor's Degree in Design**  
1993 – 1997

**SKILLS**

- Expert in user interface design patterns and standard UCD methodologies
- Expert execution of ERM: Empirical Research Methods
- A/B testing, card sorting, user interview, qualitative and quantitative research.
- Figma Expert, SaaS, B2B, C2C, Jira, ADO
- Expert and often consultant for: Sketch, InVision Studio, Axure, Craft, Proto.io, Adobe XD, plus **ENTIRE ADOBE SUITE**, Marvel. Also, WCAG or Web Content Accessibility Guidelines
- Strong conceptualization ability, strong visual communication ability, drawing skills, Adobe Master Level, and an accomplished photorealism illustrator
- Excellent written and verbal communication skills; meticulous attention to detail; strong organizational skills
- Excellent knowledge of user-centered design methodologies, usability principles, and techniques
- Fluency in best practices for web-based information architecture and design, as well as solid knowledge of usability principles and techniques
- Highly self-motivated and self-driven problem solver with strong analytical skills and attention to detail
- Excellent written and verbal communication skills, interpersonal skills, management skills with strong attention to detail
- Expert ability to manage small and large teams of UX professionals, developers, and creatives to complete the product development of creative digital & interactive content, e-commerce sites, user experience (UX) assets, Direct Response on-line and print assets, catalogs, websites, email marketing, branding & identity assets, logos, graphic design, advertising, photo-shoots for products & high-end fashion, and over 128 apps.
- Able to create: Interactive Prototypes • Wire-framing • Journey Mapping • UX Strategy & Process • User Interface Design • Visual Design • Mock-ups & Comps • Visual Style Guides • Usability Tests • User Testing • Usability Studies • Lean UX • Agile & SCRUM Methodologies.

**CLIENTS**

- Samsung • Guess Inc./Marciano • Nabi Tablet • Citibank • Tinder • Google/ Venice Beach • Bebe • Beach Bodies/ P90X, Insanity
- Toyota • K2 Sports • Play Station • Louis Vuitton • Wells Fargo • Merrill Lynch • Walmart • Kraft-Heinz's • Infosys • Digital Kitchen
- Saatchi & Saatchi LA • The Cimarron Group • Neoganda • Webersh & Wick • The Famous Group • Woo Agency • SONY • M&M
- Santa Monica Studio • God Of War • Twilight Movie Franchise • Queen Latifah Show • 1-800-Flowers • Victoria's Secret • Pink • Puma

**TESTIMONIALS**

- "NO ONE IS BETTER THAN DOLPH at creating user-focused and results-driven digital experiences!" **TINDER** —Sean Rad, CEO
- "A ONE-MAN AGENCY, THE CREATIVE SHERMAN TANK!" — **New York Times** —M.T. Kaufman
- "DOLPH IS GOOD... REALLY, REALLY GOOD!" — **New York Art Magazine**
- "IN 1 WEEKEND, DOLPH'S INNOVATION SAVED OUR PLAYSTATION LAUNCH" —Kenichiro Yoshida, NEW CEO @ SONY

**AWARDS**

- Webby Award 1998 - **Pantene (Grey Interactive)**
- Webby Award 2000-2003 - **CoverGirl (Grey Interactive)**
- ADDY Award 2006 - **Toyota (Saatchi & Saatchi LA)**
- Excellence in Luxury Brand Design Award 2008 – **PI Interactive, Rodeo Drive Board**
- Excellence in UX Design 2019 – **Kraft Heinz**