

Cristina Pizzagalli

USER EXPERIENCE DESIGN LEADER

647-330-6120 | cristina.alicia.pizzagalli@gmail.com | cristinapizzagalli.com

EXPERTISE

In-depth knowledge and understanding of responsive usability principles and techniques.

Synthesize information from a wide range of sources to direct UX/wireframe planning.

Google Optimize and Optimizely suite of tools.

SEO - expert level knowledge of requirements of optimal SEO in content and development of web properties.

Very strong people-management, training and collaboration skills.

5+ Years of experience working in an agile environment.

TOOLSET

Wireframing and prototyping design tools

Sketch and Adobe products, Omnigraffle, InVision, Balsamiq.

Adobe Creative Cloud Toolset

MailChimp/Campaign Monitor/SendGrid

Expert level knowledge in creating template libraries, drip campaigns, and all major functions of marketing email campaigns..

Hand coding CSS3/HTML/BEM/SMACSS

Expert level knowledge creating exceptionally stable, SEO-friendly websites that are compatible across all platforms and devices.

Javascript/jQuery/CoffeeScript/REACT/REDUX

Sublime/VisualStudio/Git/SVN/Hg/Haml/SCSS/SASS/LESS/Bootstrap

WORK EXPERIENCE

CLOUDBEES

FEBRUARY 2022 - PRESENT

APTUM TECHNOLOGIES / COGECO PEER1

JUNE 2018 - FEBRUARY 2022

UX DESIGN MANAGER

In this role I own the marketing website and digital properties for CP1 (now Aptum). I work closely with a multidisciplinary team of marketers to support product campaigns, conversion goals and business targets. The central focus of my role is being the central hub for all our analytic tools and using these findings to craft strategies and grow and evolve our web presence. SEO is also part of my wheelhouse, managing our various SEM analytics tools and generating reports and subsequent growth plans for continually improving our organic SEO rankings.

- I create sitemaps, user flows, customer journey maps, wireframes, mockups and prototypes as needed to support product launches and ongoing site enhancements
- Designed the overall functionality and information structure of our website and create processes and schedules where we continue to iterate on our findings and experiments
- Creating a/b tests and experiments in content delivery to optimize conversion, SEO and whatever business requirements are identified as a priority
- Make strategic design and user-experience decisions related to core, and new, functions and features

FORMAT

MARCH 2016 –JUNE 2018

Working alongside a talented team of UX designers and developers, I am involved in helping grow and mature an internal digital marketing team for one of the top 50 ranked startups in Canada (as ranked by Canadian Business magazine).

My role transitioned from Front-End Developer to Project Manager in Summer of 2017 to meet the needs of our team, as well as fulfill my own personal development.

PROJECT MANAGER

- Run a/b/multi-variant tests on an on-going basis to provide data to support marketing direction
- Implement and synthesize analytics from GA and Kissmetrics to validate user assumptions and gauge conversion successes/weak-points
- Coordinate internal resources and third parties for the seamless execution of projects
- Ensure that all projects are delivered on-time, within scope and within budgets
- Assist in the definition of project scope and objectives, involving all relevant stakeholders and ensuring technical feasibility
- Manage changes to the project scope, project schedule and project costs
- Perform risk management to minimize project risks
- Create and maintain comprehensive project documentation
- Track project performance, specifically to analyze the successful completion of short and long-term

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CLIENT LIST

- Coca-Cola
- Samsung
- Wells Fargo
- TD Canada Trust
- RBC - Royal Bank of Canada
- Microsoft
- AB InBev (Budweiser, Bud Light, etc)
- Diageo (Smirnoff, Crown Royal)
- Microsoft
- Walmart Gamer Network
- NFL / Superbowl
- Nutella
- Rogers
- Unilever
- Maytag
- Canadian Breast Cancer Foundation
- Loblaw
- TD Canada Trust

goals

FRONT-END DEVELOPER

- Worked closely with creative team to bring marketing campaigns to life in online campaigns
- Built online properties to exacting design specifications using HTML/CSS/React/JS
- Created test plans for QA
- Implemented WCAG guidelines and provided guidance to team in accessibility best-practices

MOSAIC EXPERIENTIAL MARKETING/ACOSTA

FEBRUARY 2012 – JANUARY 2016

SENIOR MANAGER, USER EXPERIENCE

In this role, I was involved in the planning, design and development of interactive projects for clients such as AT&T, CocaCola, AbInBev, Microsoft, Kraft, and more.

- I effectively managed a team of Front-End Developers and Quality Assurance Analysts, crafting processes and workflows to support the production of work that was visually stunning as well as exceptionally stable and accessible on every platform and device
- For each interactive project, I created comprehensive Information Architecture, provided Art Direction to our internal design team, and guided the front-end development, helping to bridge the gap between design and technology
- Working closely with a team of Project Managers, Technical Leads, Developers (Rails and .NET) and Designers, I helped to guide the design and development of fully responsive applications, micro-sites, and mobile apps that assisted in the collection and analysis of data (for both customer-facing and sales-rep use)
- My daily workflow included the use of (and proficiency in) Ruby On Rails, HAML, SCSS, LESS, Javascript, GitHub, SVN, HTML5, CSS3, Webkit Animations, all Adobe Creative Suite products (Photoshop, InDesign, Illustrator, Flash, etc) and much more
- I am well versed in WCAG Accessibility Guidelines (level A and AA) and have crafted a successful QA process for ensuring full compliance is met

FLUID MEDIA INC

OCTOBER 2005 – JANUARY 2012

DESIGN AND UX SPECIALIST

Had a leadership role in all stages of multiple project lifecycles, from initial client intake through to completion.

- Managed concurrent projects throughout all stages of the design/development process
- Key responsibilities included conceptualizing original creative, translating concepts into a CSS3/HTML5 or Flash framework, producing final web properties, and rigorously testing the finished product
- In this role, I worked closely with a multidisciplinary team of developers, and managed a Junior Designer to deliver outstanding products for clients and internal use

NOTABLE ACHIEVEMENT IN THIS ROLE:

Having recognized a need by our client Shaw Contract Group for high-quality room scene renderings, I conceptualized and designed a platform that matched freelance contractors with available jobs. Was subsequently responsible for recruiting and training contractors, training a platform administrator and providing support for updates/troubleshooting/contractor management. This platform, the Rendering Exchange, allowed the company to triple revenue over the course of one year.

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SHERIDAN COLLEGE

WINTER TERM 2012

INSTRUCTOR

- Taught one semester of basic computer technology and history to New Media Design post-graduate students
- Presented complex concepts in lecture format, provided after-class help, and administered and graded classwork and exams

EDUCATION

2003 – 2004

NEW MEDIA DESIGN | SHERIDAN COLLEGE

SCHOOL OF ANIMATION, ART AND DESIGN

Graduated with honours from 1 year post-graduate program which focused on all aspects of Interactive Design, from aesthetics and usability to programming and marketing strategy. Facilitated a mastery of all programs related to web design/programming.

2000 – 2003

INTERPRETIVE ILLUSTRATION | SHERIDAN COLLEGE

SCHOOL OF ANIMATION, ART AND DESIGN