

Joseph Dilascio

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Objective

I am a Pittsburgh base user experience architect, interactive strategist, and multi-platform designer. I have created visually engaging user experiences for companies such as PNC Bank, Thermofisher Scientific, UPMC, Giant Eagle, Highmark, and more.

Experience

May 2019 – Current

Lead UX Designer / Product Manager | PNC Bank | Pittsburgh, PA

- Responsible for overall UX / UI for PNC Pinnacle Commercial Experience
- Leads stakeholder reviews to validate designs
- Manages UX wing of commercial banking
- Works with 5 product teams to design and guide UX / UI
- Works as product owner on UX / UI team to prioritize and manage backlog
- Creates high-fidelity mockups to satisfy business asks
- Works closely with UI developers to create global design standardization
- Manage team responsible for PNC Commercial Banking pattern library, style guide, and reusable component library
- Runs designer workshops for best practice UX

September 2017 – April 2019

UX Lead | HOWL App - Greenlight Energy | New York, NY

- Responsible for overall user lifecycle at Howl App

- Responsible for prioritizing feature development based on UX needs
- Responsible for creating and managing journey maps, user personas, and other various UX disciplines
- Gives direction to developers on UI patterns and UX flows
- Analyzes pain points in user feedback to dictate product roadmap
- Takes designs from ideation to wire framing to high-fidelity mockups

March 2017 – September 2017

UX Designer Sr. | CEI| Pittsburgh, PA

- Designed UX / UI for multiple agency clients
- Developed design system for multiple Agency Clients
- Lead stakeholder reviews to validate designs
- Created wireframes, prototypes and high-fidelity designs for clients

October 2016 – September 2017

UX Lead | Sewnr App | Pittsburgh, PA

- One of the founders of Sewnr App
- Responsible for overall UI / UX design
- Responsible for overall user lifecycle at Sewnr startup
- Responsible for design direction in agency style project we used to support main application such as Highmark, FXFire, 412 Food rescue, and CEI
- Works to explore solutions of complex business solutions of complex business problems for a software that tracks one million daily events globally
- Works closely with developers and owners to scope out milestones and hurdles to further product development

May 2015 – September 2016

Sr. UX Designer | Thermofisher Scientific | Pittsburgh, PA

- Responsible for overall UX design on Thermofisher's main e-commerce platforms

- Applied human centered research and design principles to all projects such as wireframing, card sorting, usability studies, and split testing
- Helped introduce lean UX practices to FisherSci e-commerce team
- Lead initiative to create FisherSci pattern library
- Lead stakeholder design reviews for validation, observed trends and analyzed user research
- Created and maintained documentation including personas across markets, studies, user interaction models, and specification documents

September 2013 – April 2015

Web & Mobile UX Contractor | UPMC - Estaff Consulting - BuzzHoney | Pittsburgh, PA

- Created responsive sites and mobile applications for UPMC
- Applied human centered principles and research techniques such as user persona development, wireframing, card sorting, and others to ensure best possible experience
- Worked with researchers to help validate designs through usability studies and split testing
- Lead internal stakeholder reviews to validate designs internally and externally
- Helped to define IA, navigation models, and primary and secondary navigation structures

October 2012 – June 2013

UX Design Contractor | Truefit | Pittsburgh, PA

- Designed user experiences on multiple mobile and web applications
- Created journey maps, prototypes, high-fidelity mockups for web and mobile applications
- Designed UX / UI for applications such as Vector Security, Carson Law, Steel City Buzz, and more
- Worked along side UX director to assist in mind mapping sessions, UX sessions, stakeholder reviews, and other UX disciplines
- Helped redesign and develop the new Truefit Website

February 2012 – October 2012

UX Design Freelancer | josephdilascio.com | Pittsburgh, PA

- Worked on freelance contracts for multiple clients

- Worked on multiple car dealer WordPress sites for Dealer Venom
- Created content management websites leveraging third party software such as WordPress and Drupal
- Took sites from initial stakeholder interviews, through design iteration and development to site launch
- Lead reviews with clients and iterated to validate designs

May 2011 – Jan 2012

Web & Mobile Designer | Forms + Surfaces | Pittsburgh, PA

- Helped design and build e-commerce site for Forms + Surfaces
- Did best in class research to dictate IA
- Took business requirements and translated into high-fidelity functional designs
- Participated in stakeholder meetings to decide high-level design decisions
- Created and iterated on HTML / CSS / JS prototypes to be used in stakeholder reviews

July 2010 – May 2011

Web & Mobile UX Contractor | Estaff Consulting | Pittsburgh, PA

- Worked on contracts for Brunner, Giant Eagle, and Mind Over Media
- Worked in teams to design and develop MarketDistrict.com
- Participated in converting Flash to Javascript solutions on GiantEagle.com
- Helped design and develop work sourcing tools for Brunner advertising agency
- Participated in stakeholder reviews to validate designs for multiple applications

April 2009 – June 2010

Web Designer | PMI | Pittsburgh, PA

June 2008 – March 2009

Web Designer | Matchpoint Marketing - Acosta | Pittsburgh, PA

Education

- Art Institute of Pittsburgh
- Bachelors 2007
- Graphic / Web Design

Skills

- UX / UI Design
- UX Research
- Journey Mapping
- Card Sorting
- Rapid Prototyping
- UX / UI Direction

Tools

- Sketch / Zeplin
- Invision / DSM
- Jira
- Adobe Design Suite
- Microsoft Axure
- MyBalsamiq
- UserZoom
- Responsive Frameworks
- Version One
- Trello
- Github
- HockeyApp

- TestFlight

Courses

- React Native certification at UDEMY