

Joseph Dilascio

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As a seasoned User Experience Architect, Interactive Strategist, and Multi-Platform Designer from Pittsburgh, I bring a wealth of experience across diverse industries. I've had the privilege of working with leading companies such as PNC Bank, Thermo Fisher Scientific, UPMC, American Eagle, and Giant Eagle, among others. My expertise lies in crafting intuitive and impactful user experiences that seamlessly blend innovation with functionality across various platforms.

Experience

May 2019 – Current

User Experience Manager | PNC Bank | Pittsburgh, PA

- **Lead and Manage UX Teams:** Oversee a multidisciplinary team of UX designers, researchers, and strategists, driving innovative solutions for PNC Bank's digital products and services.
- **Strategic UX Planning:** Develop and execute comprehensive UX strategies that align with business goals, enhancing customer satisfaction and engagement across various platforms.
- **User-Centered Design:** Champion user-centered design principles to ensure that all digital interfaces are intuitive, accessible, and meet the needs of diverse user groups.
- **Cross-Functional Collaboration:** Collaborate closely with product managers, developers, and business stakeholders to integrate UX best practices throughout the product development lifecycle.
- **Design System Implementation:** Spearhead the creation and maintenance of PNC Bank's design system, ensuring consistency and scalability across all digital touchpoints.
- **Performance Metrics and Analysis:** Utilize analytics and user feedback to

measure the effectiveness of UX initiatives, continuously refining and optimizing user experiences.

- **Stakeholder Engagement:** Present UX findings, designs, and strategies to senior leadership and key stakeholders, advocating for user experience as a critical component of business success.
- **Mentorship and Development:** Mentor and develop team members, fostering a culture of continuous learning and professional growth within the UX department.

September 2017 – April 2019

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

- **Led UX Design and Strategy:** Directed the overall UX design and strategy for Howl, ensuring the app provided a seamless and engaging user experience tailored to neighborhood interactions.
- **User Research and Personas:** Conducted extensive user research, including surveys and interviews, to develop detailed personas that guided the design process and ensured the app met the needs of diverse community members.
- **Wireframing and Prototyping:** Created wireframes, interactive prototypes, and user flows to visualize and iterate on design concepts, quickly adapting to feedback from users and stakeholders.
- **Collaborative Development:** Worked closely with developers, product managers, and stakeholders to translate UX designs into functional features, ensuring a smooth handoff and integration of design elements.
- **Usability Testing:** Organized and led usability testing sessions to identify pain points and opportunities for improvement, making iterative enhancements based on user feedback.
- **Brand Consistency:** Developed and maintained a consistent brand and design language across the app, aligning the visual and interactive elements with Howl's mission of fostering community connections.
- **Agile Methodology:** Participated in agile sprints, contributing to sprint planning

and reviews, and ensuring that UX design considerations were integrated into each phase of development.

- **Mentorship and Team Building:** Mentored junior designers, fostering a collaborative and innovative design culture within the startup, and helping the team grow and develop new skills.
- **Community Engagement:** Engaged with local communities and users to gather insights and feedback, directly contributing to the app's features and ensuring it resonated with its intended audience.

March 2017 – September 2017

UX Designer Sr. | CEI | Pittsburgh, PA

- **Led UX Design Projects:** Managed and executed UX design projects for a diverse portfolio of clients, delivering tailored user experiences that aligned with each client's brand and goals.
- **Client Collaboration:** Worked closely with clients to understand their needs, conducting discovery sessions to define project scope and objectives.
- **Wireframes and Prototypes:** Developed wireframes and interactive prototypes to communicate design concepts and ensure alignment with client expectations.
- **User Research and Testing:** Conducted user research and usability testing, gathering insights to inform design decisions and optimize user interactions.
- **Cross-Functional Coordination:** Collaborated with developers, visual designers, and stakeholders to ensure seamless integration of UX designs into final products.
- **Agile Workflow:** Integrated UX processes within agile workflows, participating in sprints and ensuring timely delivery of design assets.

October 2016 – September 2017

UX Lead | Sewnr App | Pittsburgh, PA

- **Co-Founder and UX Leader:** Co-founded and led the UX strategy for the startup, driving the overall design vision and ensuring a cohesive user experience across all products.
- **Product Design and Development:** Spearheaded the design and development of the core product, from initial concept through to launch, focusing on creating a user-friendly and intuitive interface.
- **User Research and Insights:** Conducted in-depth user research to understand market needs and customer pain points, using these insights to inform product features and design decisions.
- **Team Leadership and Collaboration:** Built and managed a multidisciplinary design team, fostering a collaborative environment and ensuring alignment with the company's goals and vision.
- **Stakeholder Communication:** Acted as the primary liaison between design, development, and business teams, effectively communicating design rationale and securing buy-in from key stakeholders.
- **Brand Development:** Developed the brand identity and visual language for the startup, ensuring consistency across all touchpoints and aligning with the company's mission.
- **Agile and Iterative Design:** Implemented agile methodologies, facilitating rapid prototyping and iterative testing to refine the product based on user feedback and evolving business needs.
- **Business Strategy and Growth:** Played a key role in shaping the overall business strategy, including market positioning, product roadmap, and growth initiatives.

May 2015 – September 2016

Sr. UX Designer | Thermofisher Scientific | Pittsburgh, PA

- **Led UX Design:** Oversaw the UX design for Thermo Fisher's primary e-commerce platforms, ensuring a seamless and user-friendly shopping experience.
- **Applied Human-Centered Design:** Utilized human-centered research and design principles across all projects, including wireframing, card sorting, usability studies, and split testing.
- **Introduced Lean UX Practices:** Played a key role in introducing lean UX practices to the FisherSci e-commerce team, enhancing efficiency and collaboration.
- **Developed Pattern Library:** Led the initiative to create the FisherSci pattern library, standardizing design elements and improving consistency across the platform.
- **Stakeholder Engagement:** Conducted stakeholder design reviews to validate designs, observed trends, and analyzed user research to inform design decisions.
- **Documentation and Research:** Created and maintained comprehensive documentation, including personas, user interaction models, and specification documents, ensuring alignment across markets and teams.

September 2013 – April 2015

UX Contractor | UPMC - Estaff Consulting - BuzzHoney | Pittsburgh, PA

- **Designed Responsive Sites and Apps:** Created responsive websites and mobile applications for UPMC, ensuring a seamless experience across devices.
- **Applied Human-Centered Design:** Utilized user persona development, wireframing, card sorting, and other research techniques to optimize the user experience.
- **Validated Designs Through Testing:** Collaborated with researchers to validate designs through usability studies and split testing, ensuring data-driven decisions.
- **Led Stakeholder Reviews:** Conducted internal and external stakeholder reviews to validate and refine design concepts.
- **Defined Information Architecture:** Helped define information architecture, including navigation models and primary and secondary navigation structures, to improve site usability.

October 2012 – June 2013

UX Design Contractor | Truefit | Pittsburgh, PA

- **Designed User Experiences:** Developed user experiences for multiple mobile and web applications, ensuring intuitive and engaging interfaces.
- **Created Comprehensive Design Assets:** Produced journey maps, prototypes, and high-fidelity mockups for various web and mobile applications.
- **Led UX/UI Design for Key Projects:** Designed UX/UI for applications such as Vector Security, Carson Law, Steel City Buzz, and more.
- **Collaborated in UX Strategy:** Assisted the UX Director in mind mapping sessions, UX workshops, stakeholder reviews, and other UX disciplines.
- **Redesigned Truefit Website:** Played a key role in the redesign and development of the new Truefit website, enhancing its user experience and visual appeal.

February 2012 – October 2012

Web Design Freelancer | josephdilascio.com | Pittsburgh, PA

- **Managed Freelance Contracts:** Worked on freelance contracts for multiple clients, delivering tailored digital solutions.
- **Developed Car Dealer Sites:** Designed and developed multiple WordPress sites for car dealerships with Dealer Venom.
- **Built CMS Websites:** Created content management websites using third-party platforms like WordPress and Drupal.
- **Led Full Project Lifecycle:** Guided projects from initial stakeholder interviews through design iterations, development, and site launch.
- **Conducted Client Reviews:** Led client reviews and iterated designs to ensure alignment and validation.

May 2011 – Jan 2012

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

- **Designed and Built E-Commerce Site:** Contributed to the design and development of an e-commerce site for Forms + Surfaces.
- **Conducted Best-in-Class Research:** Performed research to inform information architecture (IA) and ensure optimal user flow.
- **Translated Requirements into Designs:** Transformed business requirements into high-fidelity, functional designs.
- **Collaborated on High-Level Decisions:** Participated in stakeholder meetings to guide and finalize high-level design decisions.
- **Developed Prototypes:** Created and iterated on HTML/CSS/JS prototypes for stakeholder reviews and design validation.

July 2010 – May 2011

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

- **Managed Contracts for Key Clients:** Worked on design and development contracts for Brunner, Giant Eagle, and Mind Over Media.
- **Designed and Developed MarketDistrict.com:** Collaborated with teams to design and develop the MarketDistrict.com website.
- **Converted Flash to JavaScript:** Assisted in converting Flash elements to JavaScript solutions on GiantEagle.com.
- **Developed Work Sourcing Tools:** Contributed to the design and development of work sourcing tools for Brunner advertising agency.
- **Participated in Stakeholder Reviews:** Engaged in stakeholder reviews to validate designs for various 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

Tools

- Sketch
- Figma
- Webflow
- Adobe Suite
- Principle
- Jira

Prototyping

- Framer
- Invision
- Zeplin
- Balsamic

UX Design

- User Flows
- Wireframes
- Information Architecture
- User Centered Design
- Usability Testing

UI Design

- Style Guides
- Logos
- Design Systems
- Mockups
- Prototyping

UX Research

- Surveys
- Personas
- Journey Mapping
- Competitive Analysis
- User Interviews

Frameworks

- HTML / CSS / JS
- TypeScript
- Angular
- React / React Native
- VueJS
- Ionic

Courses

- React Native certification at UDEMY