

Orlando Ornelas

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Seasoned and record proven UX manager / designer in search of position in an agile environment that allows for creativity, growth, and a desire to push boundaries. Leads and mentor's teams, developing talented, highly motivated UX Designers. Foster a cross-disciplinary approach that embraces creativity, rigor, and data. Expert in conducting and interpreting business and data analytics. A leader in creative design that possesses abilities to shape brand and product vision. Dedicated and passionate about product development and technology with firm belief in user-centric design methods. Thrives in fast past, ever changing environments requiring critical thinking and strong problem-solving skills.

competencies Relationship Management | Team Management | UX Design | Journey Maps | Concept Development | Project Management | Planning & Execution | Mentoring | Training & Development | Wireframes

experience

Razorfish

Experience Lead

Mar 20 – present

Leading the creation of digital experiences and strategies in sync with user goals and clients' business goals, develop navigation and structure, designs wireframes and interactive prototypes, organizes content, and tirelessly advocates for the needs and goals of users across websites, mobile apps, intranets, and web applications.

United Airlines

User Experience Design Lead – consultant

Aug 19 – Mar 20

Using data and user research to craft a simple, fluid personalized omni channel solution that provided millions of customers with relevant and timely product and content recommendations. Responsible for ideating from early concepts and low-fidelity wireframing through prototyping, iterating based on research, working with engineers on implementation and measuring the outcomes.

Walgreens Boot Alliance

User Experience Lead – consultant

Mar 18 – Aug 19

Performed as a UX lead consultant on key projects in a pharmaceutical environment by providing exceptional human-centered methodologies and processes to the creation of first-rate digital solutions. Influenced product strategy, organized UX standards, mentored design team, and oversaw UX design work. Managed and executed all research, design, and strategies; translated user needs and business goals into design requirements.

- Adeptly lead a team of user experience designers, user experience researchers, and visual designers to discover, design and deliver efficient, simple and elegant experiences.
- Skillfully researched, strategized, and designed a suite of critical medical applications that impact patient lives on a daily basis, ensuring application responsiveness and ease of use.
- Effectively collaborated with a team of clients, designers, and consultants, creating sketches, user journeys, user flows, wireframes, prototypes, and site maps.
- UX expert that oversaw user and business partner needs leading to exceptional development of user experience strategy and on-point direction of design that will meet the business objectives.

Performics / VivaKi

Associate Director of User Experience, Product Lead

Jan 14 – Mar 18

Managed the overall design strategy and hands-on execution of Performics suite of Analytics & Technology products. Lead user experience, research and design practice with "hands-on" approach that involves creatively guiding the design work while leading and coaching the team. Evangelized design thinking and facilitated user centered design workshops. Defined project plans and managed scope; estimated for experience and visual design and defined business strategy in an agile environment. Collaborated with leadership, evolved and executed product strategy, and drove towards meaningful business, product and user outcomes.

- Proficiently identified new features, enhancements to market by analyzing proposed product objectives; prepared return-on-investment analyses, success metrics; established level of effort estimates for UX and visual design.

- Translated user and business needs into an actionable strategy to develop roadmap, design, and present these recommendations to senior leadership.
- Coordinated with multiple, global product development team members to gather business objectives and requirements; co-created product strategy.
- Collaborated with business and technology teams to plan, deliver and communicate the roadmap for the e-commerce campaign and optimization of Amazon product.
- Surfaced, prioritized, and executed product initiatives that provide the most value based on competitive intelligence, industry best practices, business opportunity and technical feasibility, scheduled features into product releases and managed product backlogs.

United Airlines

User Experience Lead - consultant

Mar 13 – Dec 13

Consulted high level executives within United Airlines to share in the design and development of a singular and consistent online agent application with global extensive reach. Specialized in experience strategy and design driving business growth, user engagement and a robust, scalable application. Guided product management, business stakeholders and front end and back end developers regarding experience design.

- Provided effective partnership with the product and development team; collaborated with engineers, product owners, and other executives throughout the product development lifecycle.
- Oversaw and managed United Airline's relationship with Critical Mass as they designed, developed the user experience, creative and front-end development.
- Managed multiple tracks and multiple teams within a single application and execute on a consistent experience while providing guidance to Critical Mass as they defined the user experience.
- Created low level plans for experience architects, visual designers and front-end developers to ensure deliverables are met on time and within scope.
- Influenced and managed user interface patterns, interaction design and global navigation standards across the agent application.

SapientNitro

Manager Information Architect

Feb 12 – Mar 13

Managed the redesign of fragmented shopping websites into a unified ecommerce and self-service experience for one of the world's largest telecommunication provider in Singapore and Asia Pacific. Conducted client presentations from identifying business value for the scope matrix to presenting design strategy in detailed design. Created accurate design plans to address the time and tasks required to complete a track of work, including multiple Information Architects on one track of work.

- Successfully delivered \$2.3 million USD project on time and within budget, returning great margins and receiving positive client feedback.
- Accountable for managing a team of seven (7) Information Architects across two locations, Singapore and India and ensured delivery of a holistic experience.
- Identified and executed a successful working Global Delivery Distribution model.
- Documented the feature matrix of current and new functionality ultimately leading to the road map of the 20-week design strategy phase.

SapientNitro

Senior Information Architect

Sep 09 – Feb 12

Key player in the design, internal web browsing, shopping cart, and checkout experience for Sprint. Leveraged existing design patterns and paradigms established in previous releases. Assisted in documentation of design assets for future client use ensuring the user experience remains consistent. Accountable for facilitating workshops with client to review designs, capture requirements and provide recommendations. Documented business needs, user needs and technological capabilities into features and enhancements.

education

DePaul University, Chicago, IL

Jun 02

Master of Science in Human-Computer Interactions

DePaul University, Chicago, IL

Jun 99

Bachelor of Arts in Graphic Design