

CHARLES PERRETTI

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STRATEGIC DESIGNER

Strategic designer who syncs business strategy to the user's path, reducing the friction between the digital & physical space, utilizing research, social trends & style, to help plan a design direction that will meet future needs.

UX EXPERIENCE

Automation Anywhere | 02/2020 - Current

Lead UX Product Designer

Guiding product migration to the cloud. Identifying ways to more efficiently move user stories into development. Collaborating with engineers and PMs to turn requirements into wireframes. Championing process change, including initiating creation of personas, user journey maps, and team-wide user testing

Tibco Cloud Integration | 03/2015 - 02/2020

Senior UX Product Designer

Facilitated design thinking workshops with the CTO's center of excellence. Worked with senior engineers and architects to develop a multi-cloud strategy. Led the design of Tibco's 1st cloud product FTL. Designed cloud-based integration, analytics & monitoring system dashboards, Tibco's documentation site, internal company portal site, and Tibco Cloud's first UX pattern library.

Modspot fashion app | 7/2013 - 11/2014

UX / UI interaction Designer

Designed user flows, wireframes, and all assets for a blogging + photo sharing social/fashion app. Developed a monetization strategy. Conducted user testing

Curve rating app | 06/2013 - 11/2014

UX Design Intern

Developed a use case for a rating technology based on a curve rather than linear scores. Created a ratings app for TV shows with a social referral system.

ADDITIONAL DESIGN EXPERIENCE

Zinc details | 06/2011 - 11/2013

Interior design, Merchandising

Pottery barn | 11/2005-10/2009

Furniture and lighting design, Product development

SKILLS

Design tools: Figma | Sketch | InVision | Jira | Confluence | Keynote | Adobe Suite
AutoCAD | Solidworks | Sketch Up | Vellum Graphite

Design techniques: Design Thinking | Participatory Design Facilitation | Journey Maps | Wireframe | Rapid Prototypes

Research techniques: User Research | Business + Competitive Analysis | Market Positioning | Contextual Inquiry | Heuristics | Quantitative & Qualitative Analysis