

Luke Mazza

UI/UX Designer | Tech Wonk

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Employment

GENERAL DYNAMICS INFORMATION TECHNOLOGY (GDIT)

NY STATE OF HEALTH™ CONTRACT

Lead UI/UX Designer Jan 2020 - Present

UI/UX Designer, Advisor Jun 2017 - Jan 2020

- Work closely with BAs and engineers to gather and deconstruct complex application requirements, research as-is system and user needs, and pitch solutions to multi-faceted State policy stakeholders.
- Responsible for research, analysis, and design for a completely new Marketplace eligibility application UI and workflow, tailored to the needs of Customer Service and Back Office personnel.
- Project lead for Support & Resources website redesign involving behavioral and usability analysis, revamp of visual identity and design system, content strategy and site architecture.
- Primary point of contact for ADA compliance with expertise in Section 508 and WCAG accessibility standards and testing.

IEEE GLOBALSPEC

User Experience Designer Apr 2017 - Jun 2017

Senior Content Designer Apr 2015 - Mar 2017

Email Marketing & Design Coordinator Jan 2012 - Mar 2015

HTML Editor Nov 2009 - Dec 2011

- Sole UX designer responsible for user-facing aspects of multiple B2B web properties / digital products reaching millions weekly.
- Evangelized validation and testing of user-centric / mobile-friendly principles, resulting in significant increases in product metrics.
- Designer for challenging mobile UI “retrofit” effort involving primary web property, producing detailed mockups and specs.
- Research, design, and coding for a hit video-centric e-newsletter, *Engineering in Motion*, setting records for product engagement.
- Designed and built cross-client compatible HTML/CSS email templates, adherent to modern best practices, using evidence-based, A/B-tested content strategies.

Education

SYRACUSE UNIVERSITY, VISUAL AND PERFORMING ARTS

BFA, Computer Art, 2008

STATE UNIVERSITY OF NEW YORK AT COBLESKILL

AA, Graphic Design, 2004

Certifications

NIELSEN NORMAN GROUP

UX Certification, Specialty in UX Research, May 2022

GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION

March 2022

Proficiency

UI/UX

Wireframes, mockups, prototypes, user/task flows, qual/quant UX research methods, mobile usability, data analysis, accessibility auditing, 508 / WCAG standards.

TOOLS

Illustrator, XD, Figma, InVision, InDesign, Photoshop

WEB

HTML5, CSS3, SCSS, JavaScript, TypeScript, jQuery, Bootstrap, Tailwind, Material Design, Headless CMS, Node.js/Express, Angular, SQL and NoSQL databases.