

Nathan Briguglio

UX Designer

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About

Seasoned UX professional with over twelve years of industry experience and a broad skillset across all aspects of the digital ecosystem.

Passionate about designing sleek, high-quality, and user-engaging digital interfaces and experiences that are respectful, accessible, and humanly empathetic. My inherent capacity to learn and adapt allows me to work efficiently and effectively in a highly collaborative environment.

I specialize primarily in grid-based web layouts, user-focused design, fluid web design, journey mapping, user research, user testing, wireframing, mockups, prototypes, site maps, style tiles, and personas.

Experience

Lead UX Designer - Frontier Internet/Verizon

Jul 2022 - Present

- Use Figma to design and build new web page layouts within company brand guidelines and modular design system.
- Maintain, update, and redesign entire modular web design system for the commercial/small business division of company.
- Design cart buy flow experience and user workflow that raised user engagement from 3% to 5% post launch.
- Test various UI elements (i.e. CTA buttons) to determine language that received more engagement, improving user interactions by nearly 20%.
- Use Sitecore personalization features to present user content based on regional and geographical location, a never before used feature.
- Improved overall web performance metrics, increasing conversions from 8 to 10%.
- Designed UI elements like alert banners, modal windows, and other modular components that increased overall web traffic by 5% on both the Enterprise and Small Business web properties.
- Implement new UX standard (usability testing, epics, user stories, and journey mapping) within my team where none existed before.

- Work with larger organizational UX team to implement best UX practice standards and coordinate design efforts.
- Collaborate with back and front-end devs to improve site performance (load times and latency) by 8%.
- Collaborate with product managers to refresh and update outdated content, resulting in increased click through rates across all CTAs on both the commercial and small business web properties.
- Design and lead the rollout of various landing page campaigns to promote new products and services, the top performing landing page drawing nearly 10% more users than any other page on the small business site.

UX Designer - Southern Methodist University

Nov 2018 - Jun 2022

- Applied Sitecore and WordPress as CMS platforms.
- Designed and developed dynamic, engaging web pages and web stories, administering Adobe XD as a collaborative design tool to conceptualize, construct, and deploy wireframes, mockups, and web prototypes.
- Created engaging user interfaces and web experiences that raised advertising impression by 12% (5.5M to 6.2M) and increased conversions by 13% (32K to 36K).
- Designed high-quality custom web and vector graphics/assets using Adobe Illustrator and Photoshop.
- Used Adobe Photoshop to enhance, compress, and make ready photography for digital usage.
- Managed source code collaboration through a web-based version control repository (GitHub & Sourcetree).
- Designed and launched over 20 featured web stories, the most successful of which increased click-through rates from the home page to the Admission website by 25%.
- Responsible for SMU's partnership with Boston-based digital studio, Upstatement, which was chosen by leadership from a pool of hundreds of local and national agencies, to overhaul SMU's website design, a nearly \$1M project.
- Took the lead as SMU's design voice during the project, collaborating with both in-house and external Upstatement creative and development teams.
- Led the rollout of a new website design system, a game-changer for SMU's web presence, which saw overall home page engagement skyrocket from 10% to 15%.
- Used React to build prototypes within the new design system.
- Worked closely with developers and interdisciplinary creative teams, other schools and on-campus organizations, to re-introduce SMU's digital presence using said design system framework.

Website Consultant - Thryv

Aug 2017 - Oct 2018

- Web copywriting, SEO, and UI/UX design.
- Managed web content using a proprietary CMS platform and custom coding.

- Worked closely with SMBs to design websites that satisfied their business needs.
- Launched over 150 websites, the most successful of which increased traffic by 30%.

Freelance Web & UI Designer - Self-Employed

Nov 2015 - Aug 2017

- Designed and developed custom, high-quality websites and digital assets.
- Created user-friendly interfaces and web concepts.

Skills

Interaction

- User research
- Journey Mapping
- Wireframing
- Prototyping
- User testing

Visual

- Graphic design
- Sketches
- Photo editing
- Vector design
- Video Editing

Software

- Figma
- Adobe XD
- Sketch
- Adobe Illustrator
- Adobe Photoshop

Education

Bachelor of Arts in Communication Technology - 2016

The University of Texas at Arlington

Certifications

User Experience Design Certificate - 2019

Southern Methodist University