Carl Avidano

UX Research
Interaction Design
Front-end Development

Portfolio:
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Employment

UX Director
Reingold
March 2022 - Present

As the UX Lead, I direct the Phoenix.gov redesign and employ UX strategies for clients including St. Jude, the NFL, and others. I utilize a robust suite of research techniques, from user testing to competitive analysis, and conduct in-depth stakeholder interviews and workshops. I craft and deliver impactful presentations that effectively communicate research findings and design narratives to clients. I supervise and mentor a dynamic team, fostering professional development, driving innovation, and ensuring a standard of excellence in all UX deliverables.

Senior UX Designer
NYC OTI
September 2017 - March 2022

Led UX strategy, design, and front-end development for New York City websites and applications. Oversaw the redesign of the NYC 311 mobile app. Managed and mentored junior designers and CUNY fellows. Actively participated in citywide civic design forums, advocating for accessibility and inclusivity in design.

Owner, Design Lead
Avidano Digital
January 2011 - September 2017

Led the creative vision, strategy, and implementation for global nonprofits and social enterprises, including UNICEF, CUNY (City University of New York), Cheetah Conservation Fund, and others. Guided a small and skilled team of graphic designers and web developers to create user-centric web and graphic design solutions.

Interaction Designer
Underline Communications
August 2010 - January 2011

Designed websites, promotional emails, and banner campaigns for American Express. Produced wireframes, high-fidelity mockups, and client-facing presentations. Developed front-end templates to streamline the development process and ensure consistency across projects, contributing to increased brand visibility and customer engagement.

Freelance Web Designer
Spiegel Design Group
August 2009 - August 2010

Created high-fidelity website mockups, presentation materials, and branding assets for national fashion, retail, and nonprofit clients, showcasing adaptability and efficiency under tight deadlines. Designed logos and other brand marketing materials .

Web Designer
Swanson Russell
September 2006 - July 2009

Designed website mockups and created front-end templates using HTML and CSS. Developed microsites using Macromedia Flash (ActionScript3). Led 'Lunch and Learns' with coworkers and provided art direction to junior designers and production artists.

Education

The Creative Center
College of Art and Design
August 1999 - May 2001

Graduated with an Associate of Occupational Studies Degree in Graphic Design and Illustration.

Skills

- UX Research
- User-centered Design
- Alignment Workshops
- Wireframing and Prototyping

- Visual Design and Design Systems
- Front-end Development
- Traditional Graphic Design
- Digital Illustration and Fine Art

- Agile Methodology
- Communication and Presentation
- Management and Mentorship
- Cross-functional Collaboration

References available upon request