‖ Cheryl Bacigalupi

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With over two decades of experience, I've worn various hats as both a manager and an individual contributor, encompassing all aspects of UX, from research, usability testing, to design, wire-framing, specifications, prototyping, and team leadership.

‖ Experience

Sr. UX Designer | Goldman Sachs (contract)   **2024 – present**

Embedded within the AM Trading Technology team, collaborating closely with developers to design and build a next-generation unified trading platform. Responsibilities :

- Conducted generative user interviews across the Global GSAM trading team to gather insights, validate assumptions, and refine the product roadmap.
- Lead UX strategy, research, and design to enhance trader workflows, ensuring an intuitive and efficient user experience.
- Create wireframes, prototypes, and high-fidelity UI designs, aligning with business and user needs.
- Conduct usability testing and stakeholder interviews to refine and optimize design solutions.
- Work within an agile environment, iterating based on feedback and technical feasibility.

Sr. Product Designer/ UX Researcher | Caesars Entertainment (remote)   **2020 – 2024**

(formerly William Hill)

- Led the strategic UX planning, design, and research for the initial digital casino product, resulting in 17K active users and $33M wagered in the first month, driving significant user adoption and revenue generation.
- Led UX Design of landing pages on the corporate website, resulting in 4% increase in first-time deposits over one month.
- Designed concepts for addition of search, sort, and demo play features for the casino application
- Provided research supporting the design of the new Caesars Palace Online application which contributed to a $425M increase in revenue for Caesars in 2023
- Interviewing candidates for ux, product and engineering roles within our cross-functional teams
- Built out Research Ops within the UX team:
  - Created and maintained a research project archive in confluence, including reference materials, best-practices, and research tool links
  - Vendor relationship management with research software vendors, including negotiating contracts, training ux staff, software admin, etc.
  - Utilized data and feedback to craft simple solutions for complex problems, contributing to an increase in monthly active users and a more seamless experience.
  - Planned and conducted tactical and strategic research studies utilizing both quantitative and qualitative methods
  - Collaborated with BI and Analytics teams to analyze customer behaviors, resulting in data-driven insights that informed product enhancements and contributed to an increase in customer retention

Sr. Product Designer | TD Ameritrade (hybrid)   2015 – 2019

- Worked alongside the Product Management Team as the user experience lead on products for internal associates, investment advisors, and advised clients. Responsible for usability and design of multiple digital platforms from concept to implementation including advisor and client trading platforms.
- **Key accomplishments:**
  - Research, design, prototyping and agile implementation of new navigation system, which incorporates CMS and JSON allowing featured marketing and promotional content to be changed on the fly
  - Redesign of responsive tables that use angular grid components for client consolidated views, increasing performance by 30%
  - Worked with an embedded team onsite at Pivotal software, learning their lean-agile methodologies while leading product design for a complete redesign of our advised client's web platform.

Associate Experience Director | Razorfish (hybrid)   2013 – 2015

- Experience Design Lead for multiple projects for a large financial services company, implementing a brand update and redesign across newly acquired retail partners.
- Collaborated with the Emerging Experiences team on the creation of interactive experience flow of an in-store kiosk for a large pharmaceutical company.
- Led a comprehensive research project for a large financial services company, including heuristic evaluation, content audit, and current state analysis.
- Led Experience design on several projects for a large insurance and financial services client, managing teams of IAs and Content Strategists.
  - Utilized heuristic evaluation, usability testing, experience strategy, responsive grid and template systems to update complex transactional processes online. Worked within agile development teams with UX, design, and prototyping integrated into the sprints.
- Managed junior UX staff, conducting performance reviews, development and delivery of training, mentoring, and interviewing talent.

Manager, User Experience & Design | Wheels, Inc.   2008 – 2013

- Founded and built a User Experience practice within the existing IT Department
- Led the "Client Experience Project," visiting over 50 clients within 7 months, conducting contextual inquiry, ethnography and generative interviews
- Formed and maintained a "Usability & Innovation Panel," enabling client and internal users to review early sketches and concepts and participate in the design of future projects
- Led recruitment and management of internship teams and production of pilot projects - some of which have grown into innovative, industry-changing products
- Design Ops: Developed and enhanced UX process into the existing IT processes, including agile and long term development tracks
- Led designs of new products as well as re-designs for legacy client facing SaaS app
- Developed and maintained design and usability standards for the information technology department

- Partnered with Corporate Marketing on brand definition, standards and creation of guidelines
- Worked with Architecture team to develop standards for a new UI framework and creating a roadmap for standardizing the platform of all company applications

‖ Education

- **Art Institute of Atlanta**
  Graduate, Design Principles Diploma

- **Brevard Community College**
  Computer Graphic Design

‖ Additional Past Experience

Sr. Technical Business Analyst – Manifest Digital	2007 – 2007
Web Design & Development Director – Vanguard Technology Corporation	2004 – 2006
Web Design Director – CNA Financial Corporation	2000 – 2004

‖ Skills

- Sketch
- InVision
- Figma / FigJam
- Mixed Methods Research
- Adobe Creative Suite

- Axure
- MIRO
- UserZoom.com
- UserTesting.com
- Alchemer

- Zeplin
- Office 365
- Google analytics
- Power BI
- JIRA/Confluence