

Luis E. Puga Vaglienti | 914 Osceola Avenue, Saint Paul, MN 55105  
elpuga2@yahoo.com | elpuga.com

## UX Related Experience

### FIS, July 2016 to present, UX/UI Developer and Designer, Woodbury, MN

Development of user interface for a complex financial software application.

Collaboration with cross-functional teams located throughout the United States and in India.

Design based on understanding and reiteration of detail-oriented requirements working with business analysts and product managers.

Maintenance of FIS brand, usability standards, and UX requirements throughout a SaaS project

Development of User Experience design practices with attention to the unique challenges and opportunities inherent in enterprise level software users

### Masters of Information Science with a specialization in Information Architecture (UX), Indiana University—2011 to 2015

Designed a complex transaction portal derived from user journeys, personas, and content audits as well as a field-tested interactive prototype

Re-imagined a guitar shop's online experience through page-layouts and wireframes, personas, and interviews with users to achieve a cleaner, user-centered experience

Performed tree-testing and surveys to draft a model for pedestrian safety app.

Drew up paper-models of a personal finance edu-game for concurrent-think-aloud testing

Led a systems analysis team to improve a cooperative daycare's information systems, resulting in a better task process for new member intake and training

### Freelance UX/UI Projects—July 2015-Present

Drafted a heuristic analysis based on Jakob Nielsen's user-experience and usability design principles for a math education web application

Re-directed a cooperative daycare's website toward incoming parents and potential employees to ensure its user experience served those audiences goals and desires

Conducted interviews and user-testing with mothers and mothers-to-be to derive their unique set of motivations for a local lactation consultant's online presence

Luis E. Puga Vaglienti | 914 Osceola Avenue, Saint Paul, MN 55105  
elpuga2@yahoo.com | elpuga.com

Developed extensive prototypes for a vintage bicycle shop to deliver an Axure model for a developer

## Marketing Experience

Indiana University Foundation – Bloomington, IN, July 2006 to June 2015, Marketing Writer

Worked with cross-functional teams to execute strategic communications for a Big Ten university

Developed content strategy for sustained marketing campaigns resulting in increases both in dollars raised, donor-retention, and new donor acquisition

Managed team meetings and developed project requirements resulting in less need for direct oversight from project managers and supervisors

Crafted elements of marketing research efforts, including AB testing samples, card sorts, brand guides, and more

Wrote UX copy for a variety of interactive technologies including websites, emails, kiosks, and tablet applications

## Journalism Experience

The Courier Post – Camden, NJ, November 2003 to November 2005, Staff Writer

The Press of Atlantic City – Atlantic City, NJ, October 2000 to November 2003, Staff Writer

The Winsted-Lester Prairie Journal – Winsted, MN, October 1998 to July 2000, Editor/Staff Writer

## Additional Education

Bachelors of Arts in Communication Studies, 1998, Macalester College, St. Paul, MN

## Technologies:

Knowledgeable in Axure, Visio, Twitter Bootstrap, WordPress, HTML 5, CSS 3, JavaScript

Familiar with Angular JS, PHP, SQL, XML

## Human Languages

English and Spanish

## Groups

2017 UXPA-MN, Associate Treasurer