
EMILIO DE ARMAS

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5303 SW 165th Ct.
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Summary

User Experience Director/Designer and Information Architect with more than 15 years of experience providing services to many companies in the travel, financial, educational, technical and other sectors. Strong practical knowledge on the design of information spaces and the assessment of information needs of individuals, groups and organizations. Specialize in designing and implementing digital strategies across the consumer lifecycle.

Experience**HBO LATIN AMERICA****Manager, UI/UX: Miami, FL — 2018 to present**

Responsible for leading the user experience of HBO LA's consumer facing applications. Provide UI solutions by understanding the business requirements from multiple sources, including BA, BI, product team, usability studies, agencies and other relevant stakeholders. Revise and update designs and documentation based on continued user testing and feedback.

Major Contributions:

- Created the business' first modular design system for desktop redesign with the intention to promote a more flexible, scalable, cost-efficient, customizable, reusable and consistent format across all digital properties.
- Collaborated in the creation, requirements and wireframing of the business' first AI-based solution for second-screen devices experience.

NEWSWEEK MEDIA GROUP**Director of User Experience: Miami, FL — 2018**

Lead the UX department by promoting collaboration, embodying the business/product values, and assisting in the achievement of product goals. Conduct research, find documents, and create strategy documents and content to supply to the product design department. Ensure that consumer requirements and needs are considered and incorporated in the product at every stage of the design process.

Major Contributions:

- Re-architected existing subscription flow for all form factors to better highlight business value proposition, maximize points of entry into the experience, and improve conversion and retention.
 - Performed the business' first heuristic evaluation to help plan, conceptualize and strategize around digital needs at all levels of the user experience.
 - Improved design consistency across the different digital properties through the introduction of a style guide document and a modular design system.
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SAPIENT**Manager, Experience Design: Miami, FL — 2011 to 2017**

Managed the end-to-end design, user testing, application of best UX practices, and documentation of large-scale experience design projects.

Major Contributions:

- **Norwegian Cruise Line:** Led the UX track of a multi-year, multi-phase redesign of ncl.com, which resulted in a significant increase in upsell revenue, reductions in sales and support costs, 57% increase in pageviews, and 40% dropoff reduction. Redesigned the booking engine by adding faceted search, expansive imagery and more concise descriptions and mapping functionality for a more emotive and informed touch to the exploration. Created an assisted path to the booking engine specifically targeting first-time users, which led to an average 32% higher conversion from search results. Designed a mobile solution for the desktop-only booked guest experience.
- **Carnival Cruises:** Integrated the stateroom selection process within cruise search functionality in an effort to expedite the cruise booking flow. Redesigned existing cruise travel agent's website. Explored and recommended the introduction of emerging voice-controlled intelligent personal assistance technologies.
- **Seminole Hardrock Hotel & Casino:** Developed a modular design strategy applied to a newly created loyalty program to provide the client with a cohesive experience across properties, additional design flexibility, and the ability to reduce implementation costs.
- **ADT:** Created a standalone mobile/tablet dashboard-like app to allow technicians to complete installations and provide maintenance to existing systems. Built an interactive prototype to help client understand interactions and visualize and collect user requirements.

Senior Information Architect: Miami, FL — 2008 to 2011

Led UX teams in the creation, documentation, and implementation of user-centered informed solutions for industry-varied clients.

Major Contributions:

- **George Washington University:** Managed a team of 5 UX resources to create and document a unified user experience through the use of modular design for all the different schools and programs.
- **Gordon Food Services:** Created an eCommerce presence from scratch for two separate entities within the same company. Integrated an existing product management platform.

Information Architect: Miami, FL — 2006 to 2008

Planned the structure, organization, and navigation of complex, multi-page websites.

Major Contributions:

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- Doral Bank, P.R.: Led creative team on the successful implementation of a new branding strategy. Designed and launched a new and improved online banking front-end application.
- Celebrity Cruises: Enhanced dining and spa booking functionality for the Advanced Ship Revenue System to enable booked cruisers the flexibility and ease of use to plan and purchase onboard cruise services online in advance. Increased the potential that users would spend more on their trip beforehand.

PLANNING GROUP INTERNATIONAL (acquired by Sapient)

Information Architect: Miami, FL — 2004 to 2006

Annotated, documented and assisted with the design of PGI's first enterprise web development project as part of a team of six.

Major Contributions:

- Architected and developed CelebrityCruises.com from the ground up, including all revenue-generating systems (cruise booking, shore excursions, dining, spa, online check-in, etc.). After launch, online bookings doubled and online check-ins grew to 70%.

FLORIDA STATE UNIVERSITY

Webmaster and Assistant Network Administrator: Tallahassee, FL — 2000 to 2003

Provided everyday website maintenance to two department's websites as well as technical assistance in terms of software and hardware solutions.

Major Contributions:

- Redesigned, developed and maintained two websites.
- Implemented intelligent architecture for information included on these websites and coordinated different web projects and/or additions.
- Performed network-related operations and routine maintenance tasks.

Education

Florida State University, Tallahassee, Florida — Master of Science in Information Studies, 2003

Florida International University, Miami, Florida — Bachelor of Arts in Sociology and Anthropology, 1999

Skills

Hardware - Various

Operating Systems - Windows, Mac OS, UNIX

Programming Languages & Scripting - HTML, CSS, Perl, JavaScript, PHP, CGI

Database - Microsoft Access, SQL, Oracle

Applications - Sketch, Axure, InVision, Omnigraffle, Microsoft Visio, Microsoft Office, Microsoft Project, Adobe Creative Studio, Adobe InDesign

Networking Protocols - FTP, TCP/IP

Languages — Fully proficient in English and Spanish.

Additional Information

School of Information Studies Dean's List, Florida State University, 2003.
National Dean's List, 1995 - 1998

References and Examples of Work

Visit www.eadearmas.com or download from <https://www.dropbox.com/sh/9i78135dgjy8ir7/AABQkSXNswhlV9YPTdetkZ-ea?dl=0>.
