



SAL CRISCIONE

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Degree

BFA, 2012

Animation & Illustration

San Jose State University

About me

I love solving complex problems and thrive working in ambiguity. I aim to create simple & delightful customer experiences. I bring best practices to companies along with building user empathy with the product and engineering teams.

Experience

JP Morgan Chase & Co.

Senior UX Researcher, Jul 2019 - Present

Senior Product Designer, Jul 2018 - Jun 2019

At JP Morgan Chase I started as a product designer and I performed both design and research activities. I got the opportunity and switched to a researcher role to improve my overall UX toolkit.

My projects are aligned to the US Wealth Management team, and I work on, retirement and investing products. My research studies span from understanding the user's wants & needs, concept testing, and usability testing. I work with product owners and designers to understand their research questions and develop the appropriate research method within the given timeline. I have designed surveys, created unmoderated studies, conducted moderated studies, and perform heuristic evaluation studies.

Act-On Software, Inc.

UI & UX Designer, Sep 2014 - Jun 2018

At Act-On Software I owned the end-to-end design process. I was the sole designer at the company and worked along side each product owner to deliver their product vision. I would translate complex feature requirements into clear and simple interface interactions.

At Act-On Software I created and maintained the product style guide which included: visual language, UI components, UX interactions, page templates, and common flows. I would conduct user research to create user personas & journey maps, which promote user empathy within the team. I also established the design process that included a brief that would clearly define the user problem so we would design the best solution.



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Physicians Products, Inc.

Web Designer, 10 Month Contract - 2014

At Physicians Products, I worked with the CEO and marketing to decide on the brand direction for the company.

I worked efficiently and effectively in a fast-paced, startup style environment. I created many marketing assets that included: online ads, landing pages, and web site graphics. I would practice transparency by communicating design decisions with people from multiple divisions of the company.

Neat Solutions for Healthy Children, Inc.

Web Designer, 8 Month Contract - 2014

At Neat Solutions, I worked with the CEO to redesign and launch the company's e-commerce website. We redesigned the visual design direction and got buy-in from the CEO and the other stakeholders. We also redesigned the information architecture to make it easier and more intuitive for customers. I owned the design process and worked on every stage of the web design process.

Skills

- Sketch
- Invision
- Adobe CS
- HTML & CSS
- Wireframing
- Prototyping
- Animation
- Mobile Design
- Product Design
- Qualitative Research
- Quantitative Research
- Generative Research
- Formative Research
- Evaluative Research
- Journey Mapping
- Workshop Facilitation
- Analytics analysis
- West Coast Swing

Activities

Dance Competitor, since 2010

Awards in Country & West Coast Swing

Active Podcast Listener, since 2016

Favorites: 99% Invisible, StarTalk, Note to Self