



# Judith Niosi Shea

Experience Design - Product Design - Service Design - Accessibility - User Research

## WORK EXPERIENCE

### Director, Experience Design

Prudential Financial

Hartford, CT - 4/21 to present

I lead and coach an international team of UX designers where together we work to deploy digital experiences that are intuitive, accessible, innovative, and can garner the customer satisfaction needed to drive up our organization's ease of doing business (EoDB) scores across several businesses. I work closely with other leaders to define project vision and OKRs, and implement Design Thinking methods such as Design Sprints or Jobs-to-be-Done workshops to ensure that we keep focus on customers. So far for 2021, our EoDB scores increased by 241% (from 12% in Q1 to 41% in Q3 - 9 & 10 box). Ability to accomplish tasks increased 46% (from 54% in Q1 to 79% in Q3).

### Manager, UX Design / Development

Prudential Financial

Hartford, CT - 9/14 to 4/21

Operated within a SAFe Agile framework to design the new Sponsor Center website. I led a team of UX designers and worked to ensure alignment to Prudential's style guide, features, WCAG AA 2.1 adherence, and customer feedback. I worked closely with on and offshore scrum teams to guide the website build, and to meet website accessibility compliance. Many of the projects I led has been well received by our customers.

Before 2019, my role was more focused on meeting business requirements within a waterfall framework. Guided by user testing results, I helped design several Retirement products and services, such as GoalMaker and Plan Health.

### Lead UI/UX Designer / Front-end Developer

AAA Northeast (not-for-profit)

Providence, RI - 9/10 to 9/14

### Freelance Web, Print Designer, and Web Development

Development and Marketing Industries USA - 5/07 to 9/10

### Designer / Developer

- Job Target, New London CT, 1/08 - 2/09
- Vision Marketing, Inc., Bayport NY, 10/04 - 2/09

## EDUCATION

### MBA in Entrepreneurial Thinking & Innovative Practices

Bay Path University, 2020 graduate, GPA 4.0

### BFA in Digital Arts and Design

Long Island University, GPA 3.8

- Honors Society
- Best On Long Island (BOLI) Award Winner

### AS in Computer Information Systems

SUNY College of Technology at Farmingdale

## SKILLS / TOOLS

- |                             |                   |
|-----------------------------|-------------------|
| • Design Leadership         | • Design Thinking |
| • User Experience Design    | • Adobe XD        |
| • User Research + Testing   | • Axure           |
| • Design Sprint Facilitator | • UserZoom        |
| • Persona Creation          | • Miro            |
| • Wireframing               | • Mural           |
| • Prototyping               | • Illustrator     |
| • User Interface Design     | • Photoshop       |
| • Responsive Design         | • InDesign        |
| • Mobile App Design         | • Pen             |
| • Print Design              | • Word            |
| • Project Management        | • PowerPoint      |
| • HTML                      | • Excel           |
| • CSS                       | • Jira            |
| • JavaScript                | • Google Slides   |
| • Bootstrap                 | • Material Design |

## OTHER

### President / Owner

Ultimate Bagel Cafe, Port Jefferson NY, 3/96 to 2/00

Managed a team of 25 employees, negotiated pricing with vendors, and created Income Statements, Balance Sheets, Risk Registers and more.

[jude@niosi.com](mailto:jude@niosi.com)