

# Robert J. Dell'Aquila

## Senior UX Lead Designer

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## PROFESSIONAL SUMMARY

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Senior UX Design Leader with 25+ years of experience driving user-centered design solutions across retail, automotive, logistics, and enterprise software. Expert in building scalable design systems, leading cross-functional teams, and delivering measurable business impact. Proven track record of creating design systems that generate \$450M+ in revenue and serve millions of users across web, mobile, and tablet platforms.

## CORE COMPETENCIES

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**Design & Strategy:** Design Systems Architecture • User Experience Design • Information Architecture • Design Thinking • Strategic Planning • Human-Centered Design

**Leadership:** Team Leadership • Cross-Functional Collaboration • Stakeholder Management • Mentoring & Coaching • Workshop Facilitation • Agile/Waterfall Methodologies

**Technical:** Figma • Sketch • Adobe Creative Suite • Prototyping • Wireframing • Usability Testing • Front-End Development • HTML/CSS/SASS • React JS • PHP • JavaScript

**Research:** User Research • Data Analysis • A/B Testing • Usability Testing • Journey Mapping • Personas

## PROFESSIONAL EXPERIENCE

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### UX DESIGNER (CONTRACTOR)

**Ahold Delhaize USA** | Salisbury, NC | Sep 2022 – Feb 2026

Lead design system architect and mobile application designer for enterprise retail operations serving 2,000+ stores

**Design System Leadership:** - Architected and built **NOVA Design System** from ground up, becoming organization's single source of truth - Achieved **55% cross-channel readiness in 6 months** with 38 reusable components for Android and web - Enabled **85,177 design inserts** across mobile, tablet, and desktop applications in 2025 - Scaled system **larger than both legacy systems combined**, establishing new enterprise standard - Powered **6 production applications** deployed across all retail locations nationwide

**Product Design & Delivery:** - Lead Designer for **Associate Mobility Team** supporting store operations and workforce management - Designed 6 applications for handheld devices, tablets, and web with consistent cross-platform experience - Created stub code and interactive prototypes,

reducing developer implementation time by 40% - Conducted user research and usability testing with 200+ store associates

**AI Innovation & Workflow Optimization:** - Spearheaded AI initiative for UX team, developing comprehensive prompt library for design workflow optimization - Pioneered AI-assisted processes for **UX research, wireframing, final designs, and prototyping** - Created best practices documentation and training for AI-assisted design across all UX stages - Accelerated design iteration cycles by 50% through intelligent automation of repetitive tasks - Established design system governance and contribution model for 12-person design team - Integrated AI tools to generate research insights, user personas, and journey maps from qualitative data

## SENIOR USER EXPERIENCE DESIGN LEAD

CDK Global | Hoffman Estates, IL | Mar 2017 – Dec 2022

Led design system strategy and execution for enterprise automotive software serving 15,000+ dealerships

**Design System Impact:** - Headed design system team supporting multiple B2B automotive products and platforms - Built scalable component libraries and design standards used by 50+ product designers - Collaborated with Product Owners and engineering leads to align design with business objectives

**Product Success & Revenue:** - **Fortellis Platform:** Contributed to platform generating **\$450M+ annual revenue** with **10x growth** post-launch - Designed user experiences for CRM, Text Connect, DriveFlex, and Hailer products - Improved user task completion rates by 35% through iterative design improvements

**Process & Culture:** - Facilitated **Design Thinking workshops** for cross-functional teams of 20+ participants - Conducted comprehensive Design Reviews ensuring quality and consistency across product portfolio - Mentored 5 junior and mid-level designers on UX best practices and design systems

**Tools & Methodologies:** Figma, FigJam, Sketch, Illustrator, Photoshop, Miro, InVision, JIRA, Confluence

## SENIOR USER EXPERIENCE DESIGNER

Echo Global Logistics | Chicago, IL | Jun 2010 – Feb 2016

Led UX strategy and team for digital logistics platform processing \$2B+ in annual freight volume

**Team Leadership:** - Managed and mentored **team of 3 UX designers** across web and mobile initiatives - Established user-centered design as foundational phase of all product development - Drove 40% increase in user satisfaction scores through data-driven design improvements

**Design Infrastructure:** - Created a comprehensive **design pattern library and style guide**, reducing development time by 30% - Streamlined UI/UX collaboration between design and

engineering teams - Implemented a design QA process ensuring consistency across 15+ product features

**Product & Research:** - Designed enterprise logistics software, including interaction flows, wireframes, prototypes, and visual mockups - Conducted usability testing with 100+ logistics professionals to validate design decisions - Analyzed user data and feedback to inform iterative design enhancements

**Corporate Initiatives:** - Led redesign of corporate website, improving SEO performance and brand presence - Enhanced client and investor perception through modern, user-friendly digital experience

## ADDITIONAL EXPERIENCE

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**Design Consultant** | Thumpwerks, Inc. | Huntley, IL

**Senior User Interface Designer** | MediaOcean (formerly MediaBank) | Chicago, IL

**Senior Designer** | Monet Technologies | Chicago, IL

## EDUCATION

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**Bachelor of Fine Arts, Industrial and Product Design**

University of Illinois at Urbana-Champaign | Champaign, IL

## TECHNICAL SKILLS

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**Design Tools:** Figma • Sketch • Adobe Creative Suite (Photoshop, Illustrator, XD, InDesign) • FigJam • Miro • InVision • Zeplin • Abstract

**Prototyping:** Figma Prototyping • InVision • Principle • ProtoPie • Axure

**Collaboration:** JIRA • Confluence • Slack • Microsoft Office Suite • Mural • Notion

**Development:** HTML5 • CSS3/LESS/SASS • JavaScript/jQuery • Bootstrap • JSON • PHP • Git • CLI/VIM

**AI Tools:** ChatGPT • Midjourney • Prompt Engineering • AI-Assisted UX Research • AI-Driven Wireframing & Prototyping

**Research:** UserTesting • Optimal Workshop • Hotjar • Google Analytics • Maze

## KEY ACHIEVEMENTS

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- Built NOVA Design System supporting 85,177 design inserts and 6 production applications in the first year
- Contributed to Fortellis platform generating \$450M+ revenue with 10x growth trajectory

- Reduced design-to-development handoff time by 40% through comprehensive design systems
- Improved user satisfaction scores by 40% through user research and iterative design
- Mentored 8+ designers advancing to senior and lead roles across multiple organizations
- Pioneered AI-assisted UX workflow, reducing design iteration time by 50%