

Robert Dell'Aquila

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[LinkedIn](#) • [Portfolio](#) • Huntley, IL

Senior UX Lead Designer

Performance-driven and innovative Senior User Experience Design Lead with proven track record of delivering exceptional user-centered design solutions. Proficient in leading cross-functional design teams, conducting user research, and translating insights into intuitive and engaging user experiences. Expertise in information architecture, interaction design, and prototyping to create seamless digital products. Adept at collaborating with stakeholders to define design strategies and deliver user-focused solutions to drive business goals. Strong leadership abilities, fostering a creative and collaborative design environment, and mentoring junior designers. Committed to staying current with design trends and emerging technologies to continually elevate the user experience and deliver impactful results.

Areas of Expertise

- User Experience (UX)
- Human-Centric Design
- Design Thinking/Design Culture
- Strategic Thinking/Planning
- Leadership & Team Building
- Agile & Waterfall Methodologies
- User Research
- Information Architecture
- Design Systems
- Wire-Framing
- Usability Testing
- Coaching & Mentoring
- Visual Design
- Interaction Design
- Prototyping
- Front-End Development
- Data Analysis
- Cross-Functional Collaboration

Professional Experience

CDK Global, Hoffman Estates, IL
Senior User Experience Design Lead

2017 – 2022

Designed, built, and assessed design systems for multiple enterprise software products used in automotive industry. Headed design system team. Collaborated with Product Owners to ensure alignment with high-level vision and goals. Partnered with product and engineering team from concept to execution. Developed high-quality creative concepts. Demonstrated expertise in user-centered design models and team deliverables.

- Led and facilitated Design Thinking workshops and Design Reviews.
- Demonstrated expertise in design tools such as Figma, FigJam, Sketch, Illustrator, Photoshop, Miro, Invision, JIRA, Confluence, and MS Office.
- Developed expertise in team deliverables and processes within user-centered design models for B2B automotive products such as Fortellis, Hailer, CRM, Text Connect, and DriveFlex; Fortellis achieved impressive success, generating over \$450M in revenue and experiencing tenfold growth since its release.

Echo Global Logistics, Chicago, IL
Senior User Experience Designer

2010 – 2016

Spearheaded development and implementation of user-centered design strategies to enhance overall user experience of company's digital products, resulting in increased user satisfaction and engagement levels. Collaborated closely with cross-functional teams, including product managers, developers, and stakeholders, to analyze user data, conduct usability tests, and gather feedback, leading to actionable insights and informed design decisions. Effectively managed and supervised team of three UX designers, fostering collaborative and innovative environment, and ensuring timely delivery of high-quality design solutions.

- Implemented user-centered design as initial phase of web/mobile app development, fostering UX-oriented approach.
- Devised user-centric designs for in-house enterprise software, crafting meticulous interaction flows, wireframes, visual mockups, and prototypes.
- Established and managed dynamic collection of design patterns and style guidelines, streamlining UI inquiries and reducing developer concerns.
- Revitalized and constructed new corporate website, enhancing company's public image for clients and investors.

Additional Experience

Design Consultant, Thumpwerks, Inc., Huntley, IL

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

Senior Designer, Monet Technologies, Chicago, IL

Education

Bachelor of Fine Arts, Industrial and Product Design

University of Illinois at Urbana-Champaign, Champaign, IL

Technical Proficiencies

Figma | Sketch | Adobe Creative Suite | Figjam | Miro | Jira | Confluence | Microsoft Office Suite | CLI/VIM | ChatGPT | HTML/CSS/LESS/SASS/JSON/JS/jQuery/Bootstrap/PHP