Larry Azevedo

7 Goodway Rd.
Boston, MA 02130
(508) 944-5242
larryazevedo@gmail.com

I TWEET!

Skills

UX design	★★★★★	Figma	★★★★☆
Design systems	★★★★★	Photoshop	★★★★☆
Wireframing	★★★★★	Illustrator	★★★★☆
Prototyping	★★★★★	Mobile design	★★★★☆
HTML	★★★★★	Usability testing	★★★★☆
CSS	★★★★★	Accessibility (WCAG)	★★★★☆
Responsive design	★★★★★	Data visualizations	★★★☆☆
Web standards	★★★★★	JavaScript	★★★☆☆

Portfolio

www.larryazevedo.com

Experience

Director, Interactive Design

FIDELITY INVESTMENTS, BOSTON, MA (OCT 2011 - PRESENT)

I lead the interactive design system efforts on complex enterprise-level web applications and produce inclusive, accessible, multi-platform design systems at scale. This includes:

- Understanding business, user, and functional needs to produce experiences that help users and development teams accomplish tasks as effective as possible.
- Collaborating with designers, developers, users, and UX researchers to ultimately get to the interactive prototype stage.
- Prioritizing design initiatives and high-scale design processes for multiple squads.
- Contributing to internal design systems, including customization of components.
- Mentoring other designers to help them grow and manage their workload while working on my own.

Experience (continued)

Associate Creative Director

ARTIFEX TECHNOLOGY, LINCOLN, RI (NOV 2010 – OCT 2011)

- I was responsible for leading a creative team design new and existing interface features based on understanding user, business, and functional needs.
- Prepared and maintained style guides for custom design systems.
- Created interactive prototypes in HTML, CSS, jQuery, etc.
- Coordinated user acceptance testing.

Web Designer/Usability Specialist

SMARTPROS, NEW BEDFORD, MA (JUL 2006 – NOV 2010)

- Translated a client's curriculum requirements into feasible, compelling e-learning experiences by creating conceptual wireframes, user flow diagrams, and low-fidelity prototypes for discussion and testing purposes.
- Designed and converted Photoshop files into clean HTML and CSS.
- Designed and maintained over 200 e-learning applications.
- Managed a team of designers and developers on projects of fortune 500 web applications such as GE, New York Life (a $3 million per year budget), Johnson & Johnson, Pfizer, MetLife, and Prudential Financial.

Senior User Experience Designer (contract work)

DISRUPTOR BEAM, NEW BEDFORD, MA (MAR 2010 – JUN 2010)

- Assisted with the design of two Facebook games (*True Pirates* and *Gods of Rock*).
- Involved in the character-building, decision-making and story of these games.
- Conceptualized complex user experience and user interaction scenarios.

Web Designer

ARTIFEX TECHNOLOGY, LINCOLN, RI (NOV 2004 – JUL 2006)

- Converted Photoshop files to hand-coded HTML and CSS.
- Tasked with web usability (section 508), content creation, and storyboarding.
- Worked closely with clients to develop the look and feel of commercial sites, ecommerce sites and content management systems.
- Created banner ads and logo designs.

Experience (continued)

Junior Web Designer

FINANCIALCAMPUS, SOUTHBORO, MA (APR 2003 – NOV 2004)

- Designed the entire financial e-learning platform.
- Incorporated client's branding standards into the platform.
- Converted Photoshop files to hand-coded HTML and CSS.
- Created banner ads and logo designs.

Education

NEIT, WARWICK, RI (DEC 2002)

Associates Degree in Internet Communication Technology (3.8 GPA)