

Wade Fasano

Lead UX designer

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I'm a lead UX designer with 14+ years of managing and designing solutions based on customer needs while balancing company/project goals.

Toolbox (skills & software)

Research:

- Qualitative interviewing
- Persona development
- Heuristic evaluation
- Competitive/comparative analysis
- Information architecture
- Usability testing and analysis
- Journey & workflow mapping
- User testing
- Optimal workshop
- Google Analytics

Design & prototyping:

- Sketch
- Figma
- Axure RP
- InVision
- Adobe CC
- Balsamiq
- Whiteboarding (digital/physical)
- Keynote / PPT

Project management:

- Design sprinting
- Asana
- JIRA
- Pivotal Tracker
- Internal tracking tools (AWS/ Amazon SIM, TT, SC, etc.)

Education

School of Visual Concepts
UX Design Certificate, 2017

University of Nevada, Las Vegas
B.A. in Art, 2010

Amazon

Lead UX designer, Amazon retail

New York, NY & Nashville, TN May 2022 - Present • 1 yr

This is a confidential new project that hasn't launched yet. I've worked closely with leadership, PMs, and engineering on advertising solutions, search & discovery, novel checkout workflows unique to Amazon, customer support for internal and external teams, and seller tools.

Head of UX, AWS Data Exchange

New York, NY & Nashville, TN Nov 2021 - May 2022 • 6 mos

Built UX team of designers and researchers; Develop strategy and process for future features based on customer anecdotes/ feedback.

Sr. UX Designer, AWS Data Exchange

New York, NY May 2019 - Nov 2021 • 2 yrs 8 mos

Designed AWS Data Exchange and all console features from Beta stages to launch.

UX Designer, AWS Identity Services

Seattle, WA Oct 2017 - April 2020 • 2 yrs 7 mos

Designed AWS Service Quotas and all console features up to launch. Designed AWS Secrets Manager and all console features from Beta stages up to launch. Redesigned AWS Directory Service and Cloud Directory from legacy design system to new design system, restructured IA, and incorporated new features into launch.

Icom America Inc., Kirkland, WA

Designer, Aug 2014 - Oct 2017 • 3 yrs 3 mos

Spearheaded company website redesign and developed timelines, strategy, concepts and roadmap using user research and qualitative/quantitative metrics to drive design decisions. Pioneered company-wide social media foundation from inception to implementation including content strategy and campaigns.

Bear Group, Seattle, WA

Freelance Designer, May 2016 - June 2017 • 1 yr 2 mos

Design company keynote presentations, company collateral materials, gift boxes, business cards, letterhead, postcards and package designs; Developed ad creative strategy for the look and feel of the company profile.

Grist.org, Seattle, WA

Designer, Aug 2010 - Apr 2014 • 3 yrs 9 mos

Redesigned static site to a responsive framework with my role as a mix between UX, web and visual designer and a team collaboration on interaction elements. A/B tested new website and email features and made adjustments to design work based on performance analytics. Redesigned email newsletters to include automated dynamic content based on user behavior.