

JORGE ANUNCIACAO

Lead UI/UX Mobile Designer /
Web Developer / Graphic Designer

15+ years of experience in all areas of the UX/UI Design space

SUMMARY

- Creative generalist, building end-to-end HCD (human-centered design) experiences
- Senior user experience designer
- Experienced agile mobile and web designer with startups and enterprises
- User researcher-idea driven, product validation and usability

CAREER EXPERIENCE

Prudential Financial

Lead UI/UX Mobile Designer

August 2019 | Present | Newark, New Jersey

Partnering with Prudential Mobile Product and Development teams to translate business and users' goals into a design for the new retirement and Loans mobile experience. Collaborate with internal stakeholders and team members to brainstorm new products, features, and functionalities that enhance users' mobile experience.

- Helped champion new concepts and implement HCD (human-centered design) methodologies across the retirement and loans mobile app experience.
- Create design solutions for the existing retirement app, including strategy decks, wireframes, storyboards, flowcharts, prototypes, feature matrices, and detailed visual mockups.
- Work collaboratively within an agile process with other UX designers, digital designers, product owners, project managers, UI, and in-house/offshore development teams.

Bank of America - Merrill Lynch

Lead UI/UX Interactive Designer

November 2018 | August 2019 | Pennington, New Jersey

Led UI/UX/Design of the (GWIM) Global Wealth Investment Management application and team collaboration with stakeholders and directors.

- Collaborate with the in-house and offshore development teams to integrate the new application designs and strategies. Prepared prototypes, gathered personas and recruited users to facilitate testing results.
- Evaluated ergonomics of the existing designs and created physical mockups for feedback to the device portfolio team.
- Emphasis on HCD (human-centered design) principles based on delivering consistent user experiences to meet the business goals of Bank of America.

CONTINUED...



INTERESTS/ ACCOMPLISHMENTS

- HTML/HTML5/XHTML
- UI/UX Designer–Web & Mobile
- HCD (human-centered design)
- Agile and Scrum to Frameworks
- Cross-Functional Team Leadership
- Graphic Design & Photo
- Animation/Motion Graphics
- Video/Editing Production
- Project Management
- Start-Up Operations
- Usability Protocols

INDUSTRIES

- Pharmaceutical
- Health Care
- Technology
- Agency

CONTACT



908.477.5299



jorge@thinkwebcloud.com



www.thinkwebcloud.com



Linden, NJ 07036

FOLLOW ME



LINKEDIN
www.linkedin.com/in/thinkwebcloud/

PROJECT PORTFOLIO

www.thinkwebcloud.com/

CAREER EXPERIENCE

CW Media Agency

Senior UI/UX Designer - Creative Director / Web Developer / Graphic Design
Project Manager / Animator / Video Editing / Branding Designer

June 2004 | September 2018 | Little Falls, New Jersey

Drive course of design & development for the following industries:

Pharmaceutical - Health Care - Technology - Agency

- Lead UI/UX designer for Sony Professional Services, Johnson & Johnson, and Pfizer.
- Led mobile application design for iOS, Android, and responsive web.
- Created, launched, and monitored custom web-based applications and UI/UX for FUJIFILM.

TECHNICAL PROFICIENCIES

Multimedia / Video Tools

Adobe Animate		Google Web Designer	
After Effects		Pro Tools	
Premiere Pro		Adobe Edge	

Languages

HTML/HTML5		Bootstraps	
CSS3		JavaScript	
jQuery		PHP/WordPress	

Authoring Tools / Software Applications

InVision		Excel	
Dreamweaver		MS Project	
WebFlow		MS Teams	
WordPress (CMS)		MS Office	

Graphic Design / Software Applications

Photoshop		Sketch App	
Illustrator		Adobe XD	
InDesign		Figma	

TRAINING & CREDENTIALS

Kean University

Design for Multimedia and Interactive Screen Workshop: Advanced Websites, Graphics, and JavaScript Programming

June 2002 | Elizabeth, New Jersey

Cittone Institute

Web Design/Multimedia; Administering NT Server;
Configuration of Client/User Desktop Environments

May 1998 | Edison, New Jersey

Bristol-Myer Squibb

Certified Senior-Level Technician – Support Reps in the Medical Field

June 2003 | Princeton, New Jersey



PERSONAL INTERESTS

- President/Treasurer of a local Mountain Bike Race Team
- Vocalist/Guitar/Songwriter
- Star Search-1992
- The Voice Auditions-2014

LANGUAGES

English	
Portuguese	
Spanish	

CONTACT



908.477.5299



jorge@thinkwebcloud.com



www.thinkwebcloud.com/



Linden, NJ 07036

FOLLOW ME



LINKEDIN
www.linkedin.com/in/thinkwebcloud/

PROJECT EXAMPLES

- www.thinkwebcloud.com