

Larry Azevedo

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Skill Set

HTML5	★★★★★	Usability Testing	★★★★★
CSS3	★★★★★	Mobile Design	★★★★★
Responsive Design	★★★★★	Web Accessibility	★★★★★
User Experience	★★★★★	Data Visualizations	★★★★★
Wireframing	★★★★★	SEO	★★★★★
Prototyping	★★★★★	jQuery / JavaScript	★★★★★
Photoshop	★★★★★	Handlebars.js	★★★★★
Browser Compatibility	★★★★★	PHP	★★★★★
Web Standards	★★★★★	Drupal	★★★★★

Portfolio

www.larryazevedo.com

Professional Experience

Senior UX Web Designer

[FIDELITY INVESTMENTS](#), BOSTON, MA (OCT 2011 - PRESENT)

Fidelity Investments is a multinational financial services corporation and is one of the largest mutual fund and financial services groups in the world.

- Designing desktop and mobile interfaces for enterprise-level web applications for Fidelity's Prime Services division.
- Translating complex B2B and internal requirements and persona research into annotated wireframes.
- Converting wireframes into interactive prototypes for discussion and usability testing.
- Responsible for polished delivery of all design, HTML5, CSS3, jQuery, etc.

Professional Experience (continued)

Associate Creative Director

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

Artifex Technology is a full service web design and development firm specializing in ecommerce solutions and custom web applications.

- Responsible for leading a creative team in designing new and existing UI features based on understanding user, business, and functional needs.
- Documenting UX specifications such as site maps, task flows, and wireframes.
- Preparing and maintain style guides.
- Creating interactive prototypes in HTML, CSS, jQuery, etc.
- Coordinating user acceptance testing.

Web Designer/Usability Specialist

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

SmartPros is an e-learning company focused in the accredited professional areas of accounting, financial services, banking, engineering, legal, and ethics and compliance.

- Translating 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.
- All web design and conversion of Photoshop documents into clean HTML and CSS.
- Design and UI maintenance of over 200 e-learning web applications.
- Managing teams of designers and developers on projects of fortune 500 websites such as GE, New York Life (a \$3 million per year budget), Johnson & Johnson, Pfizer, MetLife, and Prudential Financial; to name a few.

Senior User Experience Designer (contract work)

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

Disruptor Beam is a social game publisher focused on the world of online roleplaying games.

- Assisting 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.
- Conceptualizing of complex user experience and user interaction scenarios.

Professional Experience (continued)

Web Designer

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

Artifex Technology is a full service web design and development firm specializing in ecommerce solutions and custom web applications.

- PSD to XHTML / CSS conversions.
- Web usability, production content, and storyboarding.
- Working closely with clients to develop look and feel of commercial web sites, ecommerce sites and content management systems.
- Some initial homepage designs but mostly subpages designs.
- Some print work, banner ads, and logos.

Junior Web Designer

[FINANCIALCAMPUS](#), SOUTHBORO, MA (APR 2003 – NOV 2004)

Financial Campus offers over 16,000 hours of approved financial continuing education credits in all 50 states and various licensing designations in Securities Insurance, CFP, CLU, CPCU and more.

- All custom web design of financial e-learning micro-sites.
- All PSD to XHTML / CSS conversions.
- Keeping with the branding guidelines of clients.
- Some banner ads and logos.

Education

NEIT, WARWICK, RI (DEC 2002)

Associates Degree in Internet Communication Technology with a 3.8 GPA