

# Romelle Domingo

Product/UX Designer

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## Work Experience



### Sr. Product Designer

Dell Technologies | Round Rock, TX

January 2021 - Present

(8 months)

- Laser focused on driving customer and business value and delivering products in a faster more efficient way for internal sales applications and sales technology.
  - Facilitate product strategy, experience mapping, research, design workshops and meetings to act on behavioral evidence.
  - Experienced in Product Model and working with developers and product managers
  - Lead workshops , brainstorming sessions and present to stakeholders.
- Daily pairing with Engineers, Product Owners, business partners in Agile development.



### UX/UI Manager

Monster Energy | Corona, CA

August 2019 - October 2020

(1 years 1 months)

- Established UX culture and principles within the organization, to identify new opportunities for value creation.
- Lead new strategic opportunities, and collaboration across sales/marketing to ensure holistic end-to-end user experience.
- Developed and implemented Monster Energy's first Design System(Catalyst).
- Successfully launched end-to-end design solutions for B2B sales applications.
- Established mentoring relationships with multiple practitioners.
- Worked with HR to develop career paths for designers.



### UX/UI Lead

Monster Energy | Corona, CA

April 2016 - August 2019

(3 years 4 months)

- Successfully designed and launched Energy product websites for: Monster Energy, Reign, and Live+.
- Used both quantitative and qualitative data to successfully redesign and launch Monster Army's web application, which resulted in increased signups and scaled to international markets.
- Ability to facilitate usability studies to help inform design decisions.
- Lead presentations to stakeholders for all design solutions.
- Mentored junior designers in UX principles and Visual Design.
- Prototyped hi-fidelity experiences using HTML/CSS and JavaScript animation libraries.



### Sr. Front End Web Designer

j2 Global | Hollywood, CA

October 2011 - April 2016

(4 years 7 months)

- Design/Prototyped web and mobile applications utilizing: Interaction design, typography, and color.
- Create high fidelity visual mockups for A/B testing, and usability testing.
- Developed Style Guides for j2 Brands.
- Prototype using Bootstrap and Foundation Frameworks
- Lead demos of custom CMS-Sitefinity.
- Increased conversion rates for product sales funnels

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## Skills & Tools

UX Design

UX Research

Interaction Design

Creative Direction

Product Design

Wireframing

Prototyping

User Stories

Design Systems

Sketch

Adobe XD

Invision

Photoshop

Illustrator

VS Code

HTML/CSS

CSS Frameworks

Agile/Scrum

SASS

JavaScript

## Education



### Bachelor of Science: Web Development

DeVry University | Sherman Oaks, CA

2011-2014



### Bachelor of Science: Visual Communication

Weber State University | Ogden, UT

2000-2005