

ANTONIA AGLIALORO

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WORK EXPERIENCE

H-E-B | Austin, TX

01/2021 - 03/2022

Senior Product Designer

- Worked with a team to redesign the system that H-E-B supply chain employees use to manage purchase orders (PO) and item inventory.
- Led activities and discussions with stakeholders to shift the project approach from being requirements driven to being experience and outcomes driven.
- Conducted generative research with our end users to map out the current lifecycle of a PO with a goal of identifying areas of opportunity and focus for the new PO management system.
- Engaged product, engineering teams, and relevant stakeholders in regular design reviews to share progress and ensure alignment with engineering and business objectives.
- Met regularly with our end users during the design conceiving phase to review work and incorporate feedback.

Dealerware | Austin, TX

02/2019 - 12/2020

Senior Product Designer

- Led the design of a new onboarding experience for our Dealerware customers which reduced time to value by 42%.
- Met regularly with our dealership end users to conduct research, review design updates, and incorporate feedback into the product backlog.
- Worked with the design and engineering teams to establish a design system by implementing consistent interaction patterns and reusable components throughout the product.
- Worked with a team of engineers to convert our existing Angular application to React while simultaneously making design and usability updates to improve overall user experience.

Fjord Austin | Austin, TX

09/2015 - 06/2018

06/18 - 10/18 (Sr. Interaction Designer)
09/15 - 06/18 (Interaction Designer)

Senior Interaction Designer

- Worked with a team of 5 designers to redesign the online application for Covered California, the healthcare marketplace that 15 million Californians use to apply for health insurance. The redesign was launched in early 2017.
- Produced site maps, wireframes, user flows, and interactive prototypes for the application experience.
- Responsible for the user research and usability testing strategy.
- Conducted regular in-person and remote usability testing with end users.
- Planned and facilitated client workshops to uncover business needs and align priorities.

Buzz Points | Austin, TX

10/2013 - 08/2015

Product Designer

- Led the re-design of the Buzz Points iOS mobile application. Produced wireframes, high-fidelity designs, functional specifications, product direction, as well as managed the launch of the application to the App Store. The redesigned iOS application increased mobile traffic by 30%.
- Worked closely with stakeholders, product managers, and developers on the launch of the application.

EDUCATION

Columbia University
BS in Earth & Environmental Engineering

Sarah Lawrence College
BA/Dual Degree with Columbia University