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# SABRINA RITACCO

UX/UI Product Designer

## SKILLS

### UX/UI Design

Concept Design  
User Scenarios/Flows  
Customer Journey Maps  
Low/High Fidelity Wireframing  
Rapid Prototyping  
Interaction Design  
Visual Design  
Service Blueprints  
Information Architecture

### Research

User Interviews  
Surveys  
Competitive Analysis  
Data Synthesis  
Usability Testing

### Tools

Figma            Invision  
Sketch           Axure

## EDUCATION

General Assembly  
UX Design Immersive  
2016; Washington, DC

University of Gastronomic  
Sciences  
Master's, Food Culture &  
Communications  
2011–2012; Pollenzo, Italy

University of Virginia  
B.A. Latin American Studies &  
Spanish  
2005–2009; Charlottesville, VA

## HOBBIES

Argentine Tango Dancing  
Wine Professional  
Furniture Restoration

## PROFILE

I'm a product designer based in Washington, DC with 5 years of experience delivering end-to-end UX/UI design for non-profits, healthcare, and startups. I use my strengths as a problem solver and collaborator to build solutions that add value to people's lives.

## PROFESSIONAL EXPERIENCE

### Product Designer

Upside Business Travel & Upside Financial / Washington, DC / Aug 2019 – present  
End-to-end product design for a travel booking and management service for corporate business travel. Synthesize product ideas into wireframes to clarify requirements and create high-fidelity prototypes in collaboration with product managers, engineers, and business stakeholders to design innovative, iterative, and user-focused design solutions for web and native products.

- Conduct user research to drive design decisions grounded in data utilizing methods such as interviews, usability testing, and surveys.
- Led the team's first design audit, surfacing discrepancies and providing actionable recommendations and guidelines to ensure consistent design patterns.
- Designed Upside Financial's responsive web app with a lean, user-centered approach. Awarded 2021 Best PPP Loan Forgiveness Platform by LendVer.

### Senior Product Designer

Evolut Health / Arlington, VA / Aug 2016 – July 2019

Delivered wireframes and high-fidelity prototypes for a value-based healthcare startup. Applied UX best practices to design holistic user flows that ensure operational effectiveness for enterprise and patient-facing web and mobile applications. Created artifacts that facilitated business and tech alignment.

- Led design for a mobile chat feature that supports convenient and secure communication between patients and healthcare providers.
- Gathered stakeholder feedback to redesign the user provisioning tool to efficiently create and manage user access profiles to the Identifi platform.
- Designed a document management tool to streamline template creation and editing while maintaining version history in a collaborative environment.

### User Experience Designer

Inter-American Foundation / via General Assembly / Washington, DC / 2016

Research and design for a foundation that provides direct development assistance through grant support for grassroots organizations throughout Latin America and the Caribbean.

- Worked directly with stakeholders to gather requirements and establish a feedback channel using agile methodology. Created a digital badge system that helped communities recognize their human capital.
- Led visual and interaction design of the final prototype applying Material design guidelines and patterns.
- Leveraged Spanish fluency to conduct remote interviews and usability testing.