

Darlene Arriola

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Experienced Senior User Experience (UX) Designer

Improving the Human Experience of Interactive Systems and Processes

Extensive background designing complex experiences in wide variety of fields, well complemented by education in mechanical engineering and architecture. Dives deeply to understand user problems and needs and adept in application of user research methods to understand challenges within users' daily context. Excels in developing journey maps, service blueprints, user flows, wireframes, and diverse design documents that drive sprint-based work.

Highly adaptable to changing priorities and constraints occurring throughout Agile development life cycle. Passionate about learning ways to better connect with others and known for skill in leading and collaborating with teams across North America, Europe, and Asia.

Expertise includes:

**Product Design | Service Design | Usability Testing | Design Thinking | Workshop Facilitation
User Research Methodologies | Team Development & Mentoring | Human-Centered Design**

PROFESSIONAL EXPERIENCE

Best Buy Canada, Vancouver, BC

2020-2023

UX Lead

Led Experience Design Cohort, including UX writer and UI designer, in delivering engaging human-centered design experiences. Collaborated closely with stakeholders, product managers, business analysts and technical leads to deliver on highest strategic opportunities.

- Worked closely with technical teams ensuring designs were feasible and implemented effectively.
 - Led requirements gathering activities and design reviews.
 - Prepared and delivered impactful presentations of user research results and new designs during bi-weekly company-wide symposium conferences for shared understanding of user challenges and opportunities for design improvements.
- Assigned to intranet portal modernization and migration initiative with Employee Experience team.
 - Nominated and won Associate of the Month award for outstanding collaboration and support.
 - Recognized for content management system (CMS) navigation redesign of information architecture.
 - Developed and provided comprehensive training for content owners.
- Designated UX designer for the Post-purchase Experience group, working on projects for pickup / delivery, omnichannel, and fulfillment logistics.
 - Commended for managing conflicts and challenges to ensure team cohesion.

Visier Inc., Vancouver, BC

2019-2020

Senior UX Designer

Brought on to assist in maturing UX design practice for Platform Services.

- Developed agile integration for UX team, including regular usability testing for continuous improvement.
- Completed designs for new pattern library (Clarity design system) and re-designed security settings.

WorkSafeBC, Richmond BC

2018-2019

UX Lead

Functioned as integral part of Agile program leadership team during migration of end user processes.

- Educated and evangelized role of UX, partnering with marketing team to deliver improved user experiences meeting brand guidelines.
 - o Became 1st UX lead for IT DevOps organization, supporting 6 development groups.
 - o Built team, hiring and mentoring 4 UX designers.

SAP BusinessObjects, Paris, FR and Vancouver, BC

2006-2018

Interaction Designer

Evolved from intermediate to senior designer, working closely with co-located and dispersed global teams. Delivered high quality designs and productive collaboration under tight time constraints. Supported product teams, including analytics cloud, enterprise performance management, Crystal Reports, and business intelligence for enterprise.

- Played pivotal role in analytics cloud initiative involving data acquisition feature, smart insights predictive analysis tool, user assistance, and error messaging.
 - o Recognized as member of user assistance team given company-wide award for design improvements.
 - o Attained public recognition of improved designs of smart insights tool with published review written by Gartner blogger for annual Sapphire user conference.
- Served as interim manager for 4 months, optimizing UX design Agile process, resolving conflict, and strengthening team morale.
- Chosen as Design Thinking Coach selected to train and mentor product teams in design principles.

ADDITIONAL EXPERIENCE

- **Corel Corporation**, Ottawa, ON
Contractor & Intern

EDUCATION

- **Bachelor of Architectural Studies (BAS)**, Carleton University, Ottawa, ON
- Mechanical Engineering, University of Ottawa, Ottawa, ON (2 years completed)

PROFESSIONAL DEVELOPMENT

- Learn2Lead Program, Best Buy
- Design Thinking Training, SAP

CONFERENCE TALKS

- Touchpoint 2019, School of Interactive Arts & Technology

TOOLS

Wireframing, Prototyping, Specification Documentation: Figma, Sketch, Photoshop, Illustrator, XD, Miro, InDesign, PowerPoint, Keynote, Pen and Paper, Post-it® Notes, Whiteboards

Collaboration: Microsoft (MS) Teams, Miro, Confluence, Jiro, Trello, Slack, Figma