

SUMMARY

Skilled product design leader with 23+ years of experience in UX/UI and digital transformation helping organizations solve problems and transform product strategy to improve customer experience and business outcomes. Demonstrated success in delivering results and earning the trust of executives.

EXPERIENCE

UX/UI DIRECTOR • MONAT GLOBAL • OCT 2021 – PRESENT

- Led UX research, delivering influential insights to executives, shaping decisions and the product roadmap. Recognized company-wide for the new feature launched, increasing customer acquisition by 10%.
- Led strategy and design for a new feature generating 3.7M in eCommerce sales, boasting a 13% conversion rate and 50% feature adoption, resulting in a promotion to eCommerce Product Manager within a year.
- Directed UX research and design efforts for digital products, including e-commerce, back-office applications, distributor websites, and mobile apps; increased user satisfaction by 40%.
- Optimized shopping and checkout, reducing customer support issues by 25% and enhancing overall user experience by 60%.
- Implemented UX improvements from research and A/B testing, resulting in a 5% increase in AOV.
- Mentored the design team, fostering a 50% increase in designers' skill development and career growth.
- Evaluated issues and provide resolution, communicated, and influenced top management.

UX MANAGING CONSULTANT • GUIDEHOUSE • FEB 2019 – OCT 2021

- Employed the HCD approach to revamp the digital product and service experience for the Centers for Medicare & Medicaid Services, generating a 15% increase in customer satisfaction ratings.
- Led a transformative workshop series that enabled customers to identify pain points and generate innovative solutions, leading to a 30% increase in customer satisfaction.
- Conducted research, yielding key insights for product strategy, and presented findings that saved 1M by avoiding the need for a new platform investment.
- Performed heuristic evaluation on a web app, addressing 20+ usability issues with UI improvements.
- Produced key artifacts (affinity diagrams, personas, journey maps, service blueprints) shaping design strategy. Informed decisions, reducing development time and sustaining long-term user adoption rates.
- Led product design for GSA Fleet product modernization, achieving a 25% increase in user satisfaction and a 30% reduction in errors through user-centered design and iterative testing.
- Led the design team, applying UX/UI best practices and design thinking to enhance deliverable quality and earn client satisfaction recognition.
- Represented in design challenges during business proposal bidding, leading to a project win in 2020.

SR. UX DESIGNER • GROUP Z INC. • JUN 2018 – FEB 2019

- Executed UX research and the redesign of the emergency operation reporting web application and MD 511.org resulting in a significant improvement in user experience and a reduction in product development time.
- Led research initiatives, incorporating user interviews, contextual inquiry, and synthesizing data into actionable recommendations that steered the product roadmap toward the MVP within 3 months.
- Ran web application heuristic evaluation, identified 30+ usability issues, and collaborated with the engineers to implement design solutions resulting in a decrease in user errors.



TADINEE MARSILI

Product Design Leader | tadineemarsili.com

SENIOR MANAGER WEB & E-COMMERCE OF OPTAVIA, • MEDIFAST, INC • SEPT 2015 – JUN 2018

- Transformed websites (eCommerce, event, training, back office, and personal for distributors), overseeing design, front-end development, and digital marketing, resulting in a 30% increase in conversion rates.
- Revamped website UX, leading to a 200% increase in new user web traffic within a month of launch through clean design, simple navigation, a self-guided questionnaire, an accessible product catalog, and streamlined checkout.
- Developed a strategy to enhance the omnichannel experience for web, email, and social media, boosting customer acquisition by 20%.
- Reduced cart abandonment by 10% through A/B testing, and multi-viral testing experimentation.
- Improved design team workflow achieving a 20% boost in overall team efficiency.

WEB MANAGER ENTERPRISE MARKETING • MEDIFAST, INC. • NOV 2012 – AUG 2015

- Analyzed analytics and implemented SEO for a 35% organic traffic growth.
- Elevated the Weight Control Centers website experience with 'find a center' and online appointment features, optimized for mobile, and improved SEO, producing a 15% increase in online appointments.
- Executed a targeted email campaign resulting in a 25% increase in open rates and a 15% increase in click-through rates. Managed email list segmentation and targeting, causing a 40% increase in email engagement.

WEB MANAGER OF TAKE SHAPE FOR LIFE • MEDIFAST, INC. SEPT 2011 – OCT 2012

WEB DESIGNER • MEDIFAST, INC. • APR 2009 – AUG 2011

WEB DESIGNER/SEO SPECIALIST • MERRICK TOWLE COMMUNICATIONS • NOV 2003 – MAR 2009

WEB DESIGN FREELANCER • EISNER COMMUNICATIONS • MAY 2003 – SEPT 2003

WEB DESIGN MANAGER • ETHNIC EARTH • JUN 2001 – SEPT 2002

EDUCATION

Master of Arts in Integrated Design • the University of Baltimore
Bachelor of Arts Business Communication • Assumption University

AREA OF EXPERTISE

Leadership, HCD, Product Discovery, Digital Transformation, UX research, Workshop facilitation, User Persona, Journey Map, Service Blueprint, Information Architecture, User flow, Wireframe, Prototype, UX/UI design, Responsive Design, Mobile App, Usability testing, A/B testing, Web Analytics, SEO/SEM, e-mail Marketing, content Strategy, E-commerce, Direct Selling, Healthcare IT, Data visualization

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

UX Master Certification by Nielsen Norman Group (Management, Research & Interaction Specialty)
Foundations in Design Thinking by IDEO U
Service Design Certification by The Interaction Design Foundation
Human-Computer Interaction Certification by The Interaction Design Foundation
Conduct Usability Testing & Web Design for Usability Certification by The Interaction Design Foundation
Google Analytics Fundamental and Advance Certifications by Google Analytics Academy



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