

Felicia Bottoni

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About Me

Experienced IT leader with expertise in the higher education industry. Focused on building design systems, and user-centric digital products for both internal and external users.

Education

Dribbble Product Design Certification

Cohort II, Summer 2022

Google UX Design Certification

Fall 2021

Master of Science in Computer Information Systems

Boston University, May 2015

Bachelor of Science in Computer Information Systems

Franklin University, Aug 2010

Skills

UX & UI Design, Wireframing, Prototyping, Troubleshooting, Figma, Quantitative and Qualitative User Research, End-to-End Testing, Agile Project Management, WCAG Accessibility Standards, Mentoring, People Management

Experience

Lead User Experience Designer @ Wake Forest University

March 2020 - Present

- Lead the team and own the end-to-end design process of the WakeNetwork platform which launched to 20,000 alumni, staff, faculty and donors.
- Responsible for increasing new user onboarding conversion by 80%.
- Decreased product support requests by 90% by implementing a 'magic link' and refining the UX copy.
- Own the company's design system and style guide, ensuring our platform meets AA accessibility standards.
- Overseeing product responsibilities such as team vision, mission and goals as well as prioritizing high impact work and generating team roadmaps.
- Daily responsibilities include building conducting user research, creating user flows, wireframing, creating high-fidelity mockups and prototypes, usability testing, and leading design crits.

Director of Advancement Information Technology @ Wake Forest University

January 2020 - Present

- Managing several diverse, high performing technical teams including Digital Products, Software Engineering, and IT Support.
- Growing and supporting a team of 10 by helping them build their system knowledge, innovative thought process, and technical skill sets which enables us to retain and hire top talent.
- Overseeing departmental IT projects along with a robust product pipeline and backlog, while allocating resources as needed.
- Serves as a point of escalation for both internal and external customer concerns.
- Maintaining an annual budget of \$500k+
- Leveraging relationships across the university to improve the technical basis of operation for the department by improved adherence to business process and system integration.

Various positions within the Department of Advancement and IS @ Wake Forest

July 2010 - January 2020

- Led the Information Technology Support group and the Digital Products team.
- Managed the Digital Product team's portfolio of products.
- Served as Scum Master for the Digital Products and Software Engineering team.
- Administered, configured, and served as the knowledge expert for many critical departmental systems.
- Key member of the Payment Card Industry (PCI) Compliance committee.

Web Designer @ Freelance

2008 - 2012

- Collaborate with small businesses to design and develop websites using HTML, CSS, and SCSS.
- Created mood boards, style guides, and site maps.
- Designed UX and UI to meet accessibility standards, and provided project management and product support.
- Design wireframes and prototypes, across desktop, tablet, and mobile devices.
- Design advertisements and digital artifacts for marketing initiatives.