

Philip Petronis

Product Designer | User Experience Designer & Researcher

User Experience Designer

Berkley Medical Management Solutions | Boston, MA

10/2023 - 08/2024

Managed projects using Atlassian suite and Miro boards.

Conducted user research, applied insights to designs, and justifying decisions through Google Analytics.

Using Figma: redesigned a medical provider bill portal, overhauled a workers' comp case management tool interface, and updated a dashboard for insurance adjusters.

Collaborated with designers, product owners, and SMEs across Berkley companies to enhance and complete design projects.

Digital UX Designer

Plymouth Rock Assurance | Boston, MA

03/2020 - 02/2023

Developed UX design artifacts for enterprise websites, web applications, and marketing collateral.

Deciphered and visualized data to create reports and establish KPIs for user experience and conversion metrics.

Led the design process of new policy purchase funnel from sketches to high-fidelity, functional prototypes in Adobe XD, resulting in immediate increase in conversion rates and reduced user frustration.

Ran strategic meetings with in-house designers to enhance brand consistency, gather valuable feedback, and accelerate project completion.

Updated web pages, applications, and documentation to comply with WCAG accessibility standards.

Conducted rapid user feedback sessions on prototype interfaces.

Education

Rochester Institute of Technology | Aug 2014 – May 2019

Bachelor of Science | Front-End Development

Portfolio

petronisportfolio.net

Contact

Brookline, MA

philip@petronis.net

(518) 772-9758

[LinkedIn](#)

Skills

Interaction Design
Product Design
Usability Testing
Storyboards
Prototyping
Marketing
User Research
Data Visualization
Data Analytics
Web Development
Copywriting

Tools

Figma
Adobe XD
Adobe Suite
SalesForce MC
Heap Analytics
Google Analytics
HTML & CSS
JavaScript
Visual Studio
Game Engines
WordPress