



Joyce D'Aprile

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Profile

User experience designer with 3+ years experience in multi-disciplinary physical, web, interactive, app and software development. Brings Fortune 500 company experience in strategy and innovation.

Experience

CONSULTING SENIOR ANALYST, ACCENTURE; CHICAGO – 2022-2024

- ▶ Analyzed and researched emerging technology applications for Fortune 500 clients in big tech, sustainability, and healthcare while aligned to legacy Fjord Design Consultancy, London.
- ▶ Delivered insights on consumer markets of 15 to 200 million through primary 'dScout' and secondary user research, both qualitative and quantitative methods which resulted in increased customer satisfaction by over 50%.
- ▶ Generated AI application concepts for eCommerce at a big tech company and built a recommendation engine that now generates over 35% of sales.
- ▶ Conducted a Heuristic Evaluation of a web and mobile customer-facing portal.
- ▶ Created UI wireframes, spatial and UX design using Figma, Sketch, and more.

PRODUCT DESIGN CONSULTANT, MHUB CHICAGO – 2021-2022

- ▶ Developed an app and UX designs for a University of Chicago, Booth MBA student startup using wearables and AI to improve elder caregiving.
- ▶ Designed a brand and website update for an Inc. 1000 residential real-estate firm.

USER EXPERIENCE DESIGNER, MOTOROLA SOLUTIONS, CHICAGO – 2019

- ▶ Designed for a digital & physical system integration using Sketch and InVision software.

RESEARCH ASSISTANT, NORTHWESTERN DEPARTMENT OF CHEMICAL ENGINEERING – 2018-2020

- ▶ Analyzed and developed a data set for use in life-cycle assessment on energy consumption and material efficiency of manufacturing processes and analyzed data from Argonne National Laboratory's GREET (Greenhouse Gases, Regulated Emissions, and Energy Use in Technology).

Education

- ▶ Northwestern University – B.S. Design & Engineering '20
Saint Ignatius College Preparatory, Chicago – '16

Skills

Figma, Sketch, Miro, InVision, Illustrator, Photoshop, Excel, Python, Ethnographic Research, HTML, CSS, Wire Framing, Powerpoint, Business Insight, Customer Experience, Six Sigma

Awards

Gilman International Scholar, Mechanical Engineering Capstone Project Course Winner