

OMAR FILIPPELLI

801.361.6723

omar@omarux.com

uxsingularity.com

148 Cruickshank Dr.

Folsom, CA 95630

Education

Master Degree

Human Computer

Interaction and Design

University of California Irvine

09/2018 - 09/2019

Bachelor of Science

Technology Management

Utah Valley University

AAS

Graphic Design /Computer

Graphics

Salt Lake Community College

Certifications

UX Management

Nielsen Norman group

Six Sigma - Green Belt

Utah Valley University

Skills

Team Leadership

UX Vision & Strategy

AI Implementation

Accessibility Compliance

Top Organizations

VisionWorks

NASA

Yahoo

Morgan Stanley

DreamWorks

Bank of America

Yahoo

Cisco

For over 15 years, I have been at the forefront of leading UX design. Throughout this time, I have successfully overseen the execution of numerous large-scale UX projects that garnered nationwide recognition for their exceptional quality. In 2001, I was entrusted with the tasks of hiring and establishing a new product design team, developing a robust UX program, and steering the execution of over 430 design projects. As the primary authority for UX vision, strategy, and process implementation, I am the go-to person in my organization.

Experience

Senior Manager, Product Design, VSP, Eyefinity, CA. 06/2021-Present

I have been leading a team of highly skilled UX designers. Our collaborative efforts with leadership, engineering, and other departments within the organization have significantly contributed to Eyefinity's products achieving measurable results in 2023/2024. We surpassed our business objectives and goals, including a 20% increase in NPS promoter score, a 4% increase in revenue, and a 30% increase in EBITDA. Our work was honored with the 2023 Readers' Choice Award, conducted by Vision Monday and 20/20 magazine, which helped us maintain our leadership position. We were selected in key user experience categories such as 'Favorite Practice Management Software' and 'Favorite Practice Management Software Brand.' In addition to these accomplishments, I was also able to expand our UX team and hire 3 designers, establish a UX vision, and mature a 5-year UX strategy across our business ecosystem, which includes Marchon, VSP, VisionWorks, Eyeconic, and Eyefinity, currently serving more than 80M members and generating close to \$9.0B in yearly revenue.

UX Consultant, Several Organizations & Industries, US. 01/2020-09/2021

My work as a UX Consultant involved more than tactical execution. I helped various organizations implement strategic UX strategies, hire creative talent, execute heuristic product evaluations, create journey maps, discover product gaps, and recognize new opportunities for product improvement and business growth.

Product Design Leader, Panduit, SynapSense, CA. 06/2012-06/2019

I led a UX design team, established and implemented a 5-year UX strategy, oversaw day-to-day UX work, and ensured timely delivery of design assets for a cloud-based next-generation platform responsible for generating 12M+ in annual revenue. I collaborated with leadership, product, software, and hardware engineering.

Senior Design Manager, Solera, Identifix, SRS, MPI, UT. 05/2008-05/2012

Created Solera's first-ever UX division. Educated Product, engineering, and leadership on customer-centric design and UX best practices. Hired and managed UX/UI team. Delivered assets for a multi-segment platform, serving 500K+ users and generating \$60M+ yearly revenue.