

RACINE ROMAGUERA

917-533-9136
racine@racinegraphics.com

collaborative / inclusive / client focused / user obsessed / coach / trusted partner / team builder
thematic thinker / pro-active / insatiably curious / relentless / risk manager / positive enabler

AB aka AllianceBernstein

VP, Managing Director: UX & Front-End Engineering
2007 to Present

Strategic Initiatives // Strategic partner with sales and marketing heads to formulate, advise on and develop new digital initiatives. Spent two weeks in 5 European country-cities interviewing sales heads to understand client advisors' motivations, goals and challenges which culminated in personas, user journeys and roadmap. Designed a personalized Digital Advisor integrating real-time data to enable AB to place contextually relevant insights and funds in front of users when they need them and an AI chatbot for peer-to-peer communication, leading to greater engagement and conversions.

Lead firmwide design system employing a comprehensive pattern library paired with a development and production code repository. This plus a streamlined process improves speed-to-market, removes repetitive design & development churn and achieves consistent user experience across our 65+ Institutional, Investor and Client Advisor public websites and over 900 internal applications.

A well known third party vendor hired to build our product centers kept missing dates. Using agile and traditional techniques, aligned and engaged cross functional teams for 3 months to build 29 new fund centers for 6 countries in 4 languages and 3 audience segments. This was a strategic drive to build our business in that region and a testament to all involved.

Direction, Growth & Execution // Entrepreneurial spirit matched with hands-on proven ability to lead user-centric experience designs, focus development teams with clear direction and enthusiasm, balance scope with risk and manage global stakeholders to ensure 50-70 top-quality launches a year.

Established AB's Young Professionals Program through key college outreach. Successfully placed and cultivated 2-4 interns every semester for the last 3 years, primarily 'women who code' who have gone on to SLACK, AmX, NBCUniversal, often coming back for a second tour.

Foster a strong bond with all teams through collaborative and respectful relationships. Responsible for driving discovery, analysis, functionality, interactive & UX design and development for all internal and external applications and websites.

Who Am I?

Creative product owner, design leader and problem solver, with over 20 years experience running multi-product teams supporting B2C and B2B business growth through hyper-focused, relentless execution and innovation.

Education

School of Visual Arts NYC
BA Graphic Design

Skills Development

Digital Marketing
Independent NYC

Digital Photography
School of Visual Arts NYC

UX Intensive
Adaptive Path DC

Web App Summit
Adaptive Path NYC

PM and Db Analysis
NYU, School of Professional Studies

Presentations and Beyond
Decker Communications

Inspiration

An Event Apart

L2 Inc. Digital Leadership Academy

99u Conference

The Next Web

Gartner MKTG Symposium

RACINE ROMAGUERA

917-533-9136
racine@racinegraphics.com

collaborative / inclusive / client focused / user obsessed / coach / trusted partner / team builder
thematic thinker / pro-active / insatiably curious / relentless / risk manager / positive enabler

AllianceBernstein

Senior Business Analyst [2001 to 2007

Designed internal CMS application that allowed production to create complex intranet sites independent of the Development or IT Services groups. Combining back-end systems knowledge, database analysis, focus groups and individual interviews, wrote comprehensive functional specifications, business process, UX designs to enhance functionality, resolve localization difficulties and remediate legacy issues within the current CRM systems.

DicksSports.com, ULTA.com & ZanyBrainy.com

Director, Front-End Development [1999 to 2001

Recruited by CTO of \$100M 'bricks-to-clicks' eCommerce incubator to run development at Accordia aka Online Retail Partners. Worked directly with the CEOs and Presidents of each .com to strategize, brand and build their first online channels. Clients included \$1B national sporting goods retailer Dick's Sporting Goods with over 40,000 SKUs, \$280M cosmetics business ULTA and \$250M smart toy retailer Zany Brainy. Responsible for client discovery, front-end web development and interactive web merchandising as well as strategic plans to ensure that every site delivery was timely and to specification. Drove value-added content through deep company research, competitive analysis and focus group studies.

BarnesandNoble.com

Manager, Front-End Development [1996 to 1999

Led front-end development for the launch of Barnes & Noble's first online retail business in May 1997. Grew the site from a fledgling 50 page online catalog to a multi-category Amazon rival. Managed every redesign at bn.com: guided designers, developers and freelancers in coordinated effort with outside design agencies such as Organic Design and Roger Black's Interactive Bureau. Managed a production team of over 30 consultants and full time employees. Worked closely with technical teams to integrated All Music Guide content for the creation of dynamically generated bn.com Music site.

How can I help you?

I have been building websites for over 20 years and mobile apps for the last 8. Not just on my own, but with teams I hire and lead. From BarnsandNoble.com to DickSports.com to ULTA.com to AB, I align, motivate and always drive for success.

If you have a team of Front-end Engineers, UX and Visual Designers, BAs, PMs and QA techs, database and backend IT folks and you need someone to lead them, I can do that. I can rally and deliver, take a step back and think—design a roadmap and a plan. Look at the data and know what needs to be done to execute, close or iterate.

If you need to start a product team from the ground up, I have personally hired over 70+ people to create the best in class creative and development teams in the industry.