

NICOLE FASULA, BSN, RN

Design Innovation & Healthcare Leader

Contact:

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PROFESSIONAL EXPERIENCE

WebPT | *Manager of Design* | Phoenix, AZ

August 2018 - Present

Leading a high functioning product design team in support of all areas of our member journey across the WebPT platform. Proactively working with stakeholders to solve complex problems through design innovation strategy, with a focus on value and metrics. Connecting design to the larger organization through repeatable process, rituals, tools, and education.

PING | *Consultant / Applications Development Team Lead* | Phoenix, AZ

April 2017 - August 2018

Contracted to lead a web development team on a compliance project for the main company website. The project included WCAG 2.0, ADA, and Section 508 compliance. Successful completion resulted in contact extension leading a web development team in the design and development of prototype projects for commerce, portal, and next generation web frameworks. Additionally led a desktop development team for upgrading WPF applications to .NET 4.6.

Transitioned to gather requirements for a new UWP desktop application related to shipping. Worked closely with the business and development to determine project plan and scope. Created strategy for user experience and designed entire application. Currently defining user stories for development team utilizing an agile methodology.

G/O Digital | *Senior User Experience Designer* | Phoenix, AZ

February 2015 - February 2017

Executed the design of user interactions with functional applications for web and mobile platforms. Created interfaces to interact with high performance transactional and reporting systems. Considered the full context of the user experience to include business challenges, user needs, and technological capabilities. Actively participated in risk management, planning and scoping of projects. Contributing member of a cross-functional team in charge of delivering new features and capabilities on an iterative basis. Project sponsor responsible for platform expansion and education/training to all departments. Accountable for code and documentation delivery of commitments throughout the iteration.

Maricopa Community Colleges | *Web Technician III - District Office* | Tempe, AZ

September 2014 - February 2015

Analyzed business requirements to translate data into effective user interfaces, resulting in improved end-user experiences while leveraging Drupal for development and design of district websites.

Isagenix | *Web Production Manager* | Chandler, AZ

December 2010 - May 2014

Led information technology deployment and optimization efforts based on performance improvement objectives for global health and wellness company. Managed large complex implementation of Sitecore Enterprise CMS solution for corporate websites. Worked closely with integration partner, front-end, and back-end developers to ensure successful accelerated launch. Engaged in cross-functional leadership, planning, and coordination with Creative, Customer Service, Marketing Communications, and International teams. Maintained web production schedule and managed team of 4 designers/developers responsible for all Isagenix online solutions.

EDUCATION & LICENSURE

BSN | ASU | Tempe, AZ

AAS, Multimedia & Website Design

| AIPX | Phoenix, AZ

RN Refresher Course | GCC | Phoenix, AZ

RN License | Arizona

Design Thinking Certifications | IDEO U

| 2020-2021

ADDITIONAL EXPERIENCE

Hard Dollar | *Director, Creative & Online Marketing* | Scottsdale, AZ

Netpro Computing, Inc. | *Manager, Graphic Design* | Phoenix, AZ

John C. Lincoln Hospital | *SME, Design (On-Call)* | Phoenix, AZ

Inter Parfums, Inc. | *Design Director* | New York, NY

Access 2 Media Network | *Multimedia Designer* | Phoenix, AZ

Zema Training Systems | *Multimedia Designer* | Tempe, AZ

Phoenix Children's Hospital | *Registered Nurse* | Phoenix, AZ

SPECIALTIES

Creativity, Leadership, Problem Solving, Effective Interpersonal Skills, Excellent Customer Service Skills, Design Thinking, User Experience, User Research, Usability Analysis, User Testing, User Scenarios, User Flows, Interface Design/Development, Information Architecture, Wireframing, Rapid Prototyping, Design Systems, Training/Education

SOFTWARE & TECHNOLOGIES

Axure RP, InVision, UXPin, Visio, Balsamiq, OmniGraffle, Sketch, Adobe CC, HTML5, CSS3, jQuery, PHP, Javascript, Lucidchart, LeanKit, Visual Studio, ASP.NET, MVC, MVVM, WPF, XAML, TFS, JIRA/Confluence, Google Analytics & AdWords, BingAds, Clicktale, Crazyegg, Coda, Microsoft Office, Prezi, Umbraco, Nopcommerce, Sitecore, Drupal, Wordpress, Netsuite, Lyris, YMLP, ConstantContact, Cerner, WoundExpert