

# EZIO MAGAROTTO, CUA

UX Expert, Leader, & Mentor

## 29 SECOND ELEVATOR PITCH

With 20 years of hands-on experience across startups and Fortune 50 companies, I bring high-level strategic expertise and core tactical skills in UX and Product, backed by a proven work ethic and strong interpersonal skills (evidenced by [45 LinkedIn recs](#)) A skilled communicator, collaborator, and mentor, I've partnered with founders to articulate their vision and have been a founder myself, always focusing on results while maintaining empathy for users throughout the process.

## THINGS I'M PRETTY GOOD AT

- Product, Service, & Visual Design
- UX & Product Strategy & Process
- Mentoring, Coaching, & Leadership
- Cross Collaboration & Process
- DesignOps (UX & Engineering)
- Data Analytics & Metrics
- B2B/B2C/B2E eCommerce
- Personas, Journey Maps, & UX Writing
- Agile/Scrum Methodology & Design Sprints
- Interaction Design & Data Visualization
- Mobile, Tablet, Kiosk, & Desktop Design
- Wire Frames & Hi-Fi Interactive Prototypes
- User Research Planning, Testing, & Analysis
- Web Accessibility & ADA Audits
- Figma, Sketch, Axure, Zeplin, & JIRA
- GenAI, AI Tools (text, visual, code), LLMs

## WHERE I PERFORMED MAGIC

Allstate	JP Morgan Chase
Chicago Public Schools	Kraft Foods
Warner Brothers	McDonalds
FTD	Vans
Grainger	Sears
Hyatt	ULTA Beauty
IHOP	Walgreens
Adidas	Mattel

## HOW TO TRACK ME DOWN

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[ezio@magarottos.com](mailto:ezio@magarottos.com)

[www.linkedin.com/in/eziomagarotto/](http://www.linkedin.com/in/eziomagarotto/)

[www.magarottos.com](http://www.magarottos.com)

Or catch me doing standup in Chicago

## PLACES I RECENTLY GOT PAID TO HAVE FUN

### LEAD UX

AF Group (BCBS Subsidiary) - 03/2023 to 03/2025

Defined the vision, strategy, and operational foundation for the UX practice and DesignOps, creating design systems, UI component libraries, and user research processes while providing hands-on UX support, fostering collaboration, and mentoring teams to drive design excellence and consistency.

### SENIOR DIRECTOR OF UX

CreateMe - 12/2021 to 01/2023

Led the UX team by setting the vision, mentoring designers, and delivering high-quality, brand-aligned solutions, while developing strategies, collaborating cross-functionally, and designing/prototyping interfaces for kiosk, web, and mobile apps, grounded in user research and industry best practices.

### DIRECTOR, USER EXPERIENCE DESIGN

Slalom - 08/2021 to 12/2021

Built and scaled the UX/Product design practice to elevate Slalom's UX strategy, while directly engaging with customers to scope projects, draft contracts, and deliver strategic UX direction.

### VP OF UX & PRODUCT

Havoc Shield - 12/2020 to 06/2021

Established and led the UX & Product practice as the sole designer, working closely with the founder to transform his vision into impactful SaaS applications that empowered and resonated with customers.

### VP OF UX & PRODUCT & INTERIM CTO

FanFood - 03/2019 to 12/2020

Built and led a high-performing UX & Product team, overseeing five applications and two websites, driving customer-centric solutions through user testing, stakeholder collaboration, and cross-functional project management, while mentoring teams and ensuring data-informed decisions.

### FOUNDER / CO-FOUNDER (CXO, & VP OF UX/PRODUCT)

Challenge Club - 04/2020 to Present (P/T passion project)

Magarottos, Inc - 09/2010 to 12/2019

The Improv Division - 11/2017 to 04/2020

Answers, Inc - 03/2016 to 5/2021

GearCommerce - 02/2016 to 2019

## PLACES I TOOK A LOT OF ORDERS OR NOTES

United States Army, 1987-1997

B.A., University of Illinois - Double Major (Philosophy & Religion)

M.A., Yale University - History & Comparative Religion (Incomplete)

HFI Usability Analyst Certification

The iO Theater - 1 Year Improv Tract & Performances (2 month run)

Second City Theater - 1 Year Improv Tract & Performances