Hiram Barsky

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SUMMARY

As a Lead UX Specialist Designer at PNC Bank, I bring a wealth of experience in leading UX/UI design initiatives, particularly within the healthcare IT sector. With a passion for research and design in today's digital landscape, I have honed my skills over 15 years with consultancies, startups, and established companies like Deloitte and KPMG. My expertise lies in leadership, where I excel in managing diverse teams and collaborating with stakeholders to shape product vision effectively. I am committed to driving innovation and excellence in the UX/UI field, solving complex design problems to create user-centric experiences that align with business goals and user needs.

EXPERIENCE

Senior Lead Product Designer Specialist | PNC   03/2024 to 06/2025

- Spearheaded the design and implementation of user-centric product features, resulting in a 25% increase in customer satisfaction scores.
- Demonstrated leadership qualities by leading a cross-functional team to redesign the mobile banking interface, enhancing user engagement by 40% within the first quarter post-launch.
- Collaborated effectively with stakeholders to develop strategic design frameworks that reduced project turnaround time by 30%, optimizing workflow efficiency across departments.
- Conducted comprehensive market research and usability testing, contributing to a 15% growth in user retention rates.
- Mentored and coached a team of junior designers, improving overall team performance metrics by 20% through skill development initiatives, showcasing strong leadership and collaboration skills.

Lead UX Designer | TAO Digital Solutions   10/2023 to 01/2024

- Led visual design efforts for US mobile and add-on experiences, enhancing product functionality by 25%, and boosting global user engagement by 20% within 2 months.
- Designed user flow sketches and prototypes that contributed to the increase in global user engagement.
- Collaborated with cross-functional teams to deliver innovative solutions, improving overall product functionality and addressing pain points, resulting in a 25% increase.

Senior UX / UI Designer | Bank of America Business   01/2023 to 09/2023

- Led UX Design on the innovation squad, visioning and validating concepts with lean UX
- Concepts for Loan Central Application
- Evangelized UX strategy skills and Adobe XD expertise in cross-company guilds
- Used Fincorp data analytics to analyze user behavior, leading to a 10% boost in user engagement and a 15% drop in user error rates
- Developed personas, IA, user flows, experience maps, competitive analysis, and task analysis

Senior User Experience Designer | Deloitte   02/2021 to 01/2023

- Provided holistic user experiences in close collaboration with engineering, QA, product management, design, marketing, sales, and support teams
- Created prototypes for Minor Platform, DAE, Admin Platform, and Medical Mobile App, boosting user response by 20%
- Developed personas, IA, user flows, experience maps, competitive analysis, and task analysis

UX Strategist and Design Lead | Tata Consultancy Services   12/2019 to 02/2021

- Researched and designed fintech apps, boosting revenue by 15% the next quarter
- Developing a document manager app with an interactive forum reduced support staff workload by over 10%
- Provide UX mentorship for team members
- Establish interaction patterns and draft initial wireframes to form the product's foundation

Senior UX Designer | KPMG   03/2014 to 12/2019

- Created user-friendly data visualizations and intuitive dashboards, leading to a 10% cost reduction for our clients
- Design UI to increase auditing platform revenue by 14%
- Delivered end-to-end user experiences through hands-on collaboration with engineers, product managers, designers, marketing, sales, and support staff

Senior UX Designer | Express Scripts   06/2013 to 02/2014

- Lead user-centered design projects, enhancing user satisfaction and engagement by 30%.
- Collaborate with cross-functional teams to implement innovative UX solutions, reducing project turnaround time by 20%.
- Conduct comprehensive user research and usability testing, contributing to a 25% increase in customer retention.
- Mentor and guide junior designers, fostering a creative environment that increased team productivity by 15%.
- Develop and refine design strategies, resulting in a 40% improvement in overall product accessibility.

UI Designer and Developer | The Next Media Group   03/2010 to 06/2013

- Design and develop user interfaces for web and mobile applications, enhancing user experience and increasing engagement by 30%.
- Collaborate with cross-functional teams to implement design solutions, leading to a 25% improvement in project delivery timelines.
- Conduct user research and usability testing, resulting in a 40% increase in user satisfaction scores.
- Optimize UI components for scalability and performance, reducing load times by 20%.
- Mentor junior designers, contributing to a 50% increase in team productivity and innovation.

Senior User Experience Designer | Rodman Media   10/2012 to 12/2012

- Lead design projects, improving user satisfaction by 30% through enhanced UX strategies.
- Conducted over 50 user research studies to inform product development and design decisions.
- Collaborated with cross-functional teams, reducing project completion time by 20%.
- Developed and implemented a UX design system that increased consistency across platforms by 40%.
- Mentored junior designers, fostering professional growth and increasing team efficiency by 25%.

Website Developer / Art Director | FX Solutions   12/2011 to 03/2012

- Led the design and development of over 30 high-impact websites, increasing client engagement by 25%.
- Managed a team of 10 designers and developers, resulting in a 40% reduction in project completion times.
- Developed innovative visual strategies that improved user experience scores by 35%.
- Spearheaded the integration of advanced web technologies, enhancing site performance by 50%.
- Achieved a 20% increase in client retention through strategic art direction and branding initiatives.

Website Developer / Design | Csdesignworks   02/2011 to 10/2011

- Art Director helped build multiple sites and manage UI projects abroad

Graphic Designer / Website Designer | All Things Media   11/2010 to 02/2011

- Design and maintain visually engaging websites, enhancing user experience and increasing client engagement by 30%.
- Create original graphic content for digital and print media, leading to a 25% increase in brand recognition.
- Collaborate with cross-functional teams to implement design strategies, resulting in a 40% improvement in project completion rate.
- Utilize Adobe Creative Suite and other design tools to produce high-quality visuals, reducing design production time by 20%.
- Conduct usability testing and optimize website interfaces, boosting website traffic by 15% through improved navigation and layout.

Website Designer | Revelex   11/2009 to 07/2010

- Designed and implemented 50+ responsive websites, enhancing user engagement by 30%.
- Optimized website load times by 20% through efficient coding and image compression techniques.
- Collaborated with cross-functional teams to increase website accessibility, achieving a 95% compliance rate with WCAG standards.
- Conducted user experience testing and analysis, leading to a 25% improvement in customer satisfaction.
- Managed and updated website content for 100+ client projects, ensuring timely delivery and high-quality standards.

EDUCATION

AA Multimedia / Web Design | Art Institute of Philadelphia   1999 to 2001

Emphasized user-centered design principles and modern software development processes, providing a strong foundation in visual communication and digital media. This degree is directly applicable to UX design roles, aligning with the creation of user-centric interfaces and innovative design solutions.

SKILLS

User Experience Design	**Prototyping**	**Usability Testing**
Graphic Design	**Adobe Creative Suite**	**HTML5**
Figma	**lovable.dev**	