

# Tony Orsa

User Experience Designer

## WORK

### **PennyMac Loan Services, LLC – UX Designer**

AUGUST 2021 - NOVEMBER 2023

Led user experience design efforts for Pennymac's next-gen broker portal, POWER+. Collaborated with multiple scrum teams and stakeholders, provided design leadership and guidance, and advocated for research-driven, user-centric design best practices.

Principal contributor to Pennymac's design system, Skylight. Responsible for creation, documentation, and maintenance of new components and patterns. Led initiatives for content guidelines and strategy.

Mentored designers across multiple projects. Guided project handoffs.

Analyzed metrics for data-driven insights of user interaction and experience.

### **Blue Cross NC – Senior Visual Interface Designer**

APRIL 2019 - AUGUST 2021

Produced interactive prototypes and hi-fidelity comps for Blue Connect (2.0). Collaborated with business and key stakeholders to create compelling visuals using the Vuetify framework for VUE.

Set and organized a system of brand-approved Sketch symbols, libraries, and reusable design elements for visual interface designers across multiple projects.

Produced interactive prototypes for cross-team demos and presentations.

Using VUE to design and build, responsible for overhauling the Blue Cross NC Digital Design System application - a style guide for the Application & Web Portal digital experience teams.

Created a toolkit for a white-labeled Blue Connect application to be used by Duke Health's web portal, Experience Health.

### **MobileSmith – UI/UX Designer**

JANUARY 2014 - JANUARY 2019

Gathered and evaluated requirements in collaboration with product team, healthcare professionals, and key stakeholders to produce mobile application designs using wireframes, interactive prototypes, and hi-fidelity comps.

## TOOLS

Figma

Sketch

Adobe XD

Lucid

Axure

InVision

Storybook

Fullstory

JIRA / Confluence

HTML / CSS

Agile Development

## PORTFOLIO

[anthonyorsa.com](http://anthonyorsa.com)

## CONNECT

(941) 685-3049

[anthonyorsa@gmail.com](mailto:anthonyorsa@gmail.com)

Led design and interaction efforts for the SaaS-based web platform by creating wireframes, interactive prototypes, and hi-fidelity comps.

Built native mobile applications, gathered brand assets, and collaborated directly with hospital marketing teams for app store submission.

### **Prosource Fitness – Web Master**

JANUARY 2012 - JANUARY 2014

Oversaw all web and graphic design-based responsibilities. Led redesign of prosourcefitness.com and creation of gofastfitness.com, an eCommerce fitness equipment website.

Job functions also included brand development, website traffic growth, and social media advertising design.

## **EDUCATION**

### **Ringling College of Art and Design**

2003 - 2007

Bachelor in Fine Arts, Graphic and Interactive Communications