

Vincent Nania

UX Strategist, Design Leader and Mentor

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EXPERIENCE

Lead Experience Design Strategist

Verizon

2024 – Present

- Led the strategic transformation of the My Verizon mobile app, redefining the top level dashboard as a scalable pathfinder into deeper account, billing, and device management flows.
- Operationalized a “skim, dip, dive” framework to reduce surface complexity while supporting ecosystem depth across 10M+ customer interactions.
- Aligned product, marketing, research, and engineering around a unified structural vision, partnering directly with senior leadership to drive prioritization and execution.
- Defined information architecture and system level blueprints to enable long term scalability of the NextGen MVA/MVO ecosystem.
- Produced executive ready prototypes and journey artifacts to validate direction through qualitative and quantitative insights.

Senior User Experience Architect

American Eagle Outfitters

2022 – 2024

- Senior UX strategist and lead designer for cart, checkout, chatbot, account management, BOPIS, returns, instant credit, fulfillment, and self-service teams.
- Partnered with executive leadership, including the CTO and SVP of E-Commerce, to shape digital strategy across high impact commerce flows.
- Leveraged A/B testing and quantitative data analysis tools to drive data-informed design strategies, focusing on increased conversion rates and improved user engagement.
- Mentored a team of UX designers and researchers, fostering a collaborative and growth-oriented environment.

Senior User Experience Designer

American Eagle Outfitters

2019 – 2022

- Lead UX designer and researcher for cart, checkout, chatbot account management, BOPIS, returns, instant credit, fulfillment, self-service and help experiences.
- Conducted story mapping, stakeholder interviews, customer diary studies, customer journey mapping, in-store shop-alongs and usability testing.
- Conduct qualitative usability tests, collaborate with UX researchers on longitudinal studies and utilize quantitative data tools to uncover actionable insights.

SKILLS

Experience Strategy
Information Architecture
Customer Journey Architecture
Service Design
Governance Frameworks
Design Systems
User Research
Usability Testing
A B Testing
Behavioral Insights
Data Analysis and Metrics
Product and Interaction Design
Rapid Prototyping
Conversational UX
AI in UX
Content Strategy
Cross Functional Alignment
Executive Storytelling
Workshop Facilitation
Design Mentorship
Team Leadership

EDUCATION

Master of Science

Human-Centered Computing
University of Pittsburgh
2014 – 2015

Bachelor of Science Psychology

University of Pittsburgh
2010 – 2013

SUMMARY

Design strategist focused on simplifying complex ecosystems at enterprise scale. Experienced in aligning cross functional teams, shaping structural frameworks, and delivering measurable impact across digital platforms.

OTHER EXPERIENCE

User Experience Designer

American Eagle Outfitters

2016 – 2019

- UX designer and researcher for alternative payments, returns research, transactional communication and personalization.
- Partnered with cross-functional teams to craft design solutions that strategically aligned with both business objectives and customer needs.

User Experience Designer

Giant Eagle, Inc.

2015 – 2016

- UX Designer and researcher for the online grocery ordering and fulfillment, centralized account system, payments portal, and e-coupons application.
- Developed and managed a comprehensive design pattern library, standardizing UI components and design principles ac

Mobile App Designer and Researcher

University of Pittsburgh

2014 – 2015

- Contributed UX/UI design concepts and research support for a mobile app called CourseMIRROR, which handles student feedback on course instruction in large auditorium engineering courses and makes it accessible to professors via natural language processing (NLP)
- Oversaw and managed the efforts of team's undergraduate personnel by introducing research models, conveying research goals, and tracking progress
- Co-authored research paper regarding science and engineering learning to support team analysis of educational technology and collaborative learning models

Human Capital Management Intern

Goldman Sachs

Summer of 2010

- Assisted securities division VP in distributing and managing the workforce diversity program within the department
- Contacted imminent new hires across the globe regarding training program prerequisites
- Organized and coordinated the new hire training program within the division
- Served as a liaison to new hires, answering administrative questions throughout the training process

CERTIFICATIONS

UX Design Leadership

UXcel, Issued June 2024

Credential ID: 8PPGNS44MEOY

Design Mentorship Mastery with ADPList

UXcel, Issued March 2024

Credential ID: X5UOTCMQHOOR

AI in UX/UI Design

UXcel, Issued February 2024

Credential ID: ZNTCNNESAS3D