

DOMINIC LAROSA

User Experience | User Interface | Designer

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EXPERIENCE

BERLITZ, UX DESIGN LEAD

2024 - Present

As the UX Product Lead at Berlitz, I occupy a strategic, hands-on leadership role at the intersection of global education and cutting-edge ed-tech. I am responsible for the end-to-end design of all digital language learning products, ensuring they are intuitive, engaging, and personalized for a global audience.

Additional responsibilities include;

- Design and manage the creation of seamless, high-fidelity interfaces across web, mobile, and emerging 2026 platforms, including voice-enabled and AI-driven adaptive learning systems.
- Lead global user research, interviews, and usability testing to identify pain points and validate new product features.
- Partner closely with Product Managers, Engineers, and AI specialists to ensure technical feasibility and ethical data practices are baked into every screen.
- Maintain and evolve a scalable global design system to ensure brand consistency and speed to market across all Berlitz digital touchpoints.

IBM, USER EXPERIENCE / USER INTERFACE LEAD

2015 - 2024

As a User Experience / User Interface Lead at IBM, I've spearheaded design initiatives across multiple teams, focusing on enhancing user interactions and interface design. My expertise spans diverse projects, including optimizing the marketplace checkout process, redesigning the events portal, and refining chatbot experiences. Additionally, I've contributed to the development of various websites, including IBM Support, IBM Security, and IBM Sports platforms. My efforts have resulted in exceptional NPS score ratings based on user surveys. Notably, I played a pivotal role in securing industry recognition, including winning the Best Support Site award, positioning our offerings ahead of competitors.

MERCEDES-BENZ, UX LEAD / INTERACTIVE ART DIRECTOR

2012 - 2015

Managed and oversaw numerous large-scale projects encompassing a range of digital initiatives, including designing mobile websites with responsive wireframing and UI, developing interactive e-learning and m-learning

COMPETENCY

UX/UI Design
Design Management
Product Design
Interaction Design
Rapid Prototyping
User/Design Research
Usability Testing
Design Systems
Design Thinking
Iterative Design

HIGHLIGHTS

Experience: 20 years
Industries: Advertising, technology, pharmaceutical and luxury

Brands: IBM, Mercedes-Benz, Roche, Novo Nordisk, Pfizer, Volvo, Maserati

Platforms: Web apps, mobile apps, websites, interactive products, training products

TOOLS

Figma
Mural
Adobe Suite
Sketch
Salesforce Lightning Design
Invision
Hotjar
Google Analytics

solutions, and creating mobile applications. In addition to project management, I provided art direction to developers and programmers, ensuring alignment with project objectives and design standards.

PINSONAULT, CREATIVE DIRECTOR

2006 - 2012

As the Creative Director at this distinguished pharmaceutical training and data company, I had the honor of guiding a dynamic creative team. This exceptional ensemble consisted of project managers, designers, programmers, web developers, writers, voice-over talent, actors, editors, and beta testers, each contributing their distinct skills and perspectives. Through close collaboration with these diverse professionals, we embarked on a collective mission to spearhead innovation and excellence in our pharmaceutical training and data solutions.

My responsibilities encompassed setting the creative direction for the company and overseeing client initiatives. In addition to shaping the creative vision, I played a vital role in talent acquisition, conducting interviews, making hiring decisions, and managing the departmental budget. As the creative lead of the design department, I took immense pride in the numerous accolades and achievements we garnered as a team, including multiple digital design awards within our industry.

BOC PARTNERS INC, ART DIRECTOR

2004 - 2006

In my role at this full-service retail ad agency, it was my responsibility to develop campaign ads that effectively captured the essence of our clients' brands and resonated with target audiences. I ensured that each ad maintained the highest standards of brand quality and consistency, aligning with established brand guidelines and objectives. By collaborating with cross-functional teams and leveraging my keen eye for detail, I contributed to the creation of impactful and cohesive campaigns that delivered measurable results for our clients. My dedication to brand integrity and creative excellence helped elevate the agency's reputation for delivering compelling advertising solutions.

ADDITIONAL SKILLS

- Strong understanding of design principles, information architecture, and user interface (UI) design
- Accessibility testing
- Experience with user research methods, journey mapping, including surveys, interviews, end user empathy research and usability testing
- Ability to create wireframes, user flows, storyboards and interactive prototypes to communicate design concepts
- Designing for artificial intelligence
- Knowledge of HTML, CSS, and JavaScript for prototyping and collaborating with developers
- Salesforce Lightning Design System (SLDS)

PROFESSIONAL AFFILIATION

American Institute of Graphic Arts (AIGA)

User Experience Professionals Association (UXPA)

Usability Professionals Association (IxDF)

- Familiarity with Agile and Scrum methodologies for iterative design and development processes
- Excellent communication and collaboration skills, with the ability to work effectively in cross-functional teams
- Talent acquisition, conducting interviews, making hiring decisions, and managing departmental budgets

EDUCATION

THOMAS JEFFERSON UNIVERSITY (FORMALLY PHILADELPHIA COLLEGE OF TEXTILES & SCIENCE), PHILADELPHIA, PA

- Bachelor of Arts Degree in Graphic Design
- Studies include: drawing, digital imaging, interior design, architectural design, art history and photography