

Philip Petronis

UI / UX & Interaction Designer, User Researcher

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Experience

User Experience Designer, Berkley Medical Management Solutions Oct 2023 – Aug 2024 | Boston, MA

- Redesigned a medical provider bill lookup portal based on insights from user interviews and research. The project was managed in Miro and leveraged Google Analytics data to inform key decisions.
- Led an interface overhaul of a comprehensive workers' compensation case management tool used by nurses and enhanced the functionality of a web dashboard for insurance adjusters.
- Delivered multiple high-fidelity prototypes in Figma, aligning with design system standards.
- Collaborated closely with designers, product owners, and subject matter experts across several Berkley companies to drive successful project outcomes.
- Conducted both internal and external user research, applied findings to iterative designs, and supported decisions with data-driven rationale throughout the design process.

Digital UX Designer, Plymouth Rock Assurance Mar 2020 – Feb 2023 | Boston, MA

- Led the end-to-end design of an updated policy purchase funnel—from initial sketches to high-fidelity, functional prototypes—resulting in a significant increase in conversion rates and a noticeable reduction in user friction.
- Created UX design artifacts for enterprise websites, web and mobile applications, and marketing collateral.
- Analyzed and visualized data to generate monthly reports, identify user pain points, and define KPIs for user experience and conversion performance.
- Facilitated weekly strategic meetings with in-house designers to enhance brand consistency, gather actionable feedback, and accelerate project timelines.
- Updated the company's digital presence and documentation to align with Web Content Accessibility Guidelines (WCAG), improving overall accessibility compliance.
- Conducted user feedback sessions on prototypes to guide iterative design enhancements.

Web Development Assistant, Perchin LLC Jan 2018 – Dec 2018 | Poughkeepsie, NY

- Contributed to the redesign of a student housing mobile application using Adobe Creative Suite and prototyping of iOS application development in Xcode with Swift.

Education

Rochester Institute of Technology Aug 2014 – May 2019 | Rochester, NY

Bachelor of Science in New Media Interactive Development; Minor in Psychology

Skills

Design: Figma, FigJam, Adobe Creative Suite, XD, Illustrator, Photoshop, A/B Testing

Research: Heap Analytics, Google Analytics, FullStory, UserTesting.com

Coding: HTML, CSS, JavaScript, WordPress, Salesforce Marketing Cloud, Webflow

Video: Adobe Premiere, Vegas

Other tools: Jira, Confluence, Miro, Microsoft Office Suite, Google Workspace

General: Interaction Design, User-centered Design, Responsive Design, Usability Testing, WCAG Accessibility Standards, Rapid Prototyping, Digital Marketing, User Research, Data Visualization, Data Analytics, Web Development, Mobile Development, Video Editing, Design Systems, User Flows, Iterative Approach, Meticulous