

# Racine Romaguera

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*Summary* Digital Design & Development Professional with 15+ years of experience collaborating with diverse teams to ideate and execute holistic solutions for complex brands, web, social and mobile destinations. Drive growth, strategy, architecture, design and development, with focus always on user experience. Proven ability to champion programs, garner internal and business advocacy, and inspire cross-functional teams to deliver exceptional results through clear and open communications.

## AllianceBernstein

*Vice President, Director of Development : Marketing & Communications*

*April 2007 - Present*

*Sr Business Analyst : Institutional Sales*

*April 2004 - April 2007*

*Sr Web Designer : Information Technology*

*August 2001 - April 2004*

### *Management & Leadership*

Drive marketing development strategy for AllianceBernstein Retail, Private Client and Institutional businesses including web and mobile marketing, product strategy, search engine optimization, user experience, process re-engineering and social media marketing. Projects include:

Leading a team of front-end developers and UX professionals to merge and redesign the corporate website with Private Client and Institutional account and marketing sites. This two year project resulted in exceptional user experience and an award winning unified web presence for the firm.

Guiding Eidos Media's "Methode" content management integration that enables not just a single source of content, but embeds print page-plans alongside web templates, retiring costly Adobe products at each seat in the production team.

Directing the redesign and launch of over 15 intranet sites including creating the firm's first internal corporate news and information hub "The Loop".

Invigorate team to expand development knowledge focusing on diverse mobile paths: Android, iOS, mobile web (HTML5/CSS3) and Pyxis for BlackBerry.

Manage team of six developers; attract & retain top talent. Foster a strong bond with team through collaborative and respectful relationships. Create an environment where the team takes pride in producing excellent results; meeting deadlines and budget requirements.

### *Business & Marketing Strategy*

Partner with marketing and sales executives to strategize ideal solutions for promoting marketing and product information to AllianceBernstein's clients and prospects.

Bring interactivity and highly intricate user controls to all internal and external websites, utilizing JavaScript, FLASH, HTML5 and CSS3 to create very complex but innately understandable user experiences. Assure all websites are tablet and mobile ready.

Communication and expectations management of senior executives, performance and client reporting groups, multiple development teams, engineering, marketing and sales.

### *Social, Mobile & Innovation*

Serve as strategic partner with line-marketing and sales leads to formulate, develop and measure new interactive initiatives such as educational product calculators and iPad magazine-like reports.

Initiated and developed AB's first corporate blog using WordPress. Leading business in how to use Google+ to target clients and prospects with marketing and product information.

Established mobile research and development to determine AB's entrance into the mobile space resulting in the firm's first iPad/iPhone app with the Bernstein Research sell-side business. Led external vendor selection; negotiated contracts and managed vendor for UX, design and development. Currently expanding mobile strategy to Corporate and other SBUs.

Responsible for discovery, analysis, functionality, interactive & UX design and development guidance for all internal and external applications and websites.

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## *Usability, Interactive Design & Development*

Using a lists and user-controls, designed application that allows production to create complex intranet sites without the help of the Development or IT Services groups.

Through systems knowledge, database analysis, focus groups and individual interviews, wrote comprehensive functional specifications, business process, UX design to enhance functionality, resolve localization difficulties and remediate legacy issues within the current CRM systems.

Guided collaboration with development team, integrating over 20 internal and external websites into AB's content apps. Managed content migration, page design, UX for functional registration and login flows, internal client account management screens and other system specifications.

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### *Accordia formally Online Retail Partners*

*Director of Production : Production & Creative Services*

*July 1999 - June 2001*

Hired by the CTO and cofounder of \$100M eCommerce incubator to run production dept at Online Retail Partners. Worked directly with the CEOs and Presidents of each .com to strategize, brand and build multi-million dollar online channels.

Clients included \$1B national sporting goods retailer Dick's Sporting Goods with over 40,000 SKUs, \$280M cosmetics business ULTA and \$250M smart toy retailer Zany Brainy.

Responsible for client discovery, production and interactive web merchandising as well as strategic plans to ensure all site's delivery is timely and to specification.

Collaborated on feature scope, navigation and value added content through in-depth company research, competitive analysis and focus group studies.

Interviewed and hired over 40 .com production & creatives; managed team of 15 full time employees.

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### **BarnesandNoble.com**

*Manager of Production : Production & Creative Services*

*November 1996 - June 1999*

Led the front-end development for the launch of Barnes & Noble's first online retail business in May 1997. Grew the site from a fledgling 50 page online catalog to a multi-category Amazon rival.

Managed every redesign at bn.com: guided internal designers, production leads and freelancers in coordinated effort with outside design agencies such as Organic Design, Roger Black's Interactive Bureau and Tom Kluepfel/Doyle Partners.

Managed a production team of over 30 consultants and full time employees.

Created working requirements specifications, set business rules for front-end templates and content management tools and contributed to the site architecture and UX design.

Worked closely with technical teams to implement ASP code; integrated All Music Guide content for the creation of dynamically generated bn.com Music site.

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#### **Education**

BA Graphic Design—*School of Visual Arts, NYC*

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#### **Professional Development**

Digital Photography—*School of Visual Arts, NYC*

UX Intensive—*Adaptive Path*

Web App Summit—*Adaptive Path*

Variou Events in Interaction Design, Mobile, Social Media & SEO Systems, Project Management and Database Analysis—*NYU, SCPS Presentations...and Beyond—Decker Communications*

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#### **Professional Associations**

Adaptive Path

Interaction Design Association :: IxDA

User Interface Engineering

NYC Usability Professionals' Association

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#### **Tech Skills & Programs**

Visio: UX/IA & Process

Adobe Creative Suites

Office & MS Project

HTML & CSS